ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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WEEKLY REPORT

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THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(May 10)

ABC- 10-10:30pm EDT; DEBUT - Date With the Angels - FILM from WABC-TV(NY), re-broadcasts from WBKB(Chi) & KABC-TV(LA), approx 162 stations net and delayed. § Plymouth Motor Corp., Div of Chrysler Corp. thru Grant Advertising, Inc(Detroit); Acct Exec- Bill Brown. § Pkgr- Don Fedderson Productions(LA); Film Prod- Desilu Productions, Inc., at Motion Picture Center, Los Angeles; Exec Prod- Fred Henry; Prod- Don Fedderson; Dir- James V. Kern; Camera- Nick Musaraci; Film Ed- Ben Smith. § Domestic comedy series concerning the experiences of a newly-married couple, starring Betty White as Vicki Angel, with Bill Williams as her husband Gus. The program replaces The Ray Anthony Show (last show May 3) for the sponsor.

Saturday(May 11)

ABC- 10:30-11:30pm EDT; SPECIAL - Mrs. America Pageant - LIVE remote from Ft. Lauderdale, Fla., to the net. § Co-op sponsors. § Pkgr- ABC-TV with Mrs. America, Inc.; Prod- Ed Nugent; Dir- Mickey Trenner. § Telecast of the finals of the Mrs. America contest, climaxing a week of competition in various aspects of homemaking.

CBS- 9:30-10pm EDT; DEBUT - S.R.O. - Playhouse - FILM from WCBS-TV(NY) & KNXT (LA), 109 stations net, 12 delayed. § Alternate Week Sponsors- 1) Whitehall Pharmacal Co thru Ted Bates & Co., Inc(NY); Acct Superv- Dan Rodgers; TV Acct Rep- James Seaborne. 2) Helene Curtis Industries, Inc., thru Earle Ludgin & Co(Chi); TV Superv- Mr. Clair Callihan; NY Superv- Phillips Carlin. § Pkgr- CBS-TV(NY); re-runs of anthology films originally shown on the network during the 1955-56 seasons as part of Playhouse of Stars. The summer replacement program succeeds Hey, Jeannie! (last show May 4) in the time spot.

CTPN- 5:15-5:45pm PDT; RETURN - Hollywood Park Feature Races - LIVE from KNXT (LA), 17 CBS TV Pacific Net stations live. § Sponsor- Union Oil Co of California thru Young & Rubicam, Inc(LA). § Pkgr- KNXT Sports Dept(LA); Prod- Don Hine; Dir- Don Cook. § Telecasts of 11 Saturday feature races from Hollywood Park, Inglewood, Calif., described by Hal Moore, with color and interviews by Gil Stratton. The program series will run thru July 20.

Sunday(May 12)

CBS- 6:30-7pm EDT; RETURN - You Are There - FILM from WCBS-TV(NY) & KNXT(LA), 104 stations net, 43 delayed (plus 27 Canadian stations). § Sponsor - The Prudential Insurance Co of America thru Reach, McClinton & Co(NY); Acct Exec- Thomas P. Crolius (Agency change is effective May 15). (Continued on next page)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

Sunday(May 12)

CBS- You Are There (Cont'd from previous page): Pkgr- CBS-TV; Film Prod- TCF Television Productions, at Fox Western Ave., Hollywood, Calif.; Exec Prod- Robert Sparks; Prod- James Fonda; Dir- William Russell; Writers- Various. § Dramatizations of great historical events presented as if they were happening at the moment. The series returns after a 26-week recess during which it was replaced by Air Power, which was also presented under the general title, You Are There. Air Power's last showing was May 5.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm NYT) May 9; musical-variety starring Jack Benny, featuring Van Johnson (See page B for other cast credits); Prod & Dir- Ralph Levy; LIVE (COLOR) from KNXT(LA).

NBC- Saturday Color Carnival (Every 4th Sat, 9-10:30pm NYT) May 11; "Mr. Broadway," starring Mickey Rooney as George M. Cohan (See page D for other cast credits). § Sponsor- Swift & Co thru McCann-Erickson, Inc(Chi); Acct Exec- William Kinnaird; TV Acct Rep- Jack La Frandre. § Pkgr- Showcase Productions, Inc(NY); Exec Prod- Paul Feigay; Dir- Sidney Lumet; Music Dir- George Bassman; Sets- James Russell; Costumes- Noel Taylor; Choreog- Peter Gennaro; Writers- Samuel and Bella Spewack; Musical score based on the songs of George M. Cohan; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

NBC- Ray Bolger's Washington Square; new days and times effective May 9, Thu, 9-10pm EDT; then May 20, Mon, 9:30-10:30pm EDT; then June 4, Tue, 8-9pm EDT, and June 13, Thu, 8-9pm EDT. Program had been seen alternate Sundays, 4-5pm NYT (last show in former time, April 21). Royal Typewriter Co thru Young & Rubicam, Inc (NY) becomes co-sponsor with Helene Curtis Industries, Inc for the first three evening shows, with Helene Curtis again the single sponsor for the fourth program (thru Earle Ludgin & Co., Chicago, producing agency). Phil Rapp and Joel Rapp have been added to the writing staff for the evening programs.

Home (Mon thru Fri, 10-11am EDT) June Lockhart is guest editor-in-chief for vacationing Arlene Francis during the week of May 13-17.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KOMO-TV(Ch 4)- Apple Cup Preview and Apple Cup Hydroplane Race; SPECIAL May 5; Sun,
Seattle 9am-6pm PDT; LIVE to a 6-station regional net. Apple Cup Race Sponsors (12noon-6pm)- National Bank of Commerce & D. K. MacDonald Insurance Brokers. Pkgr- KOMO-TV(Seattle); Prod & Dir- Tom Rogstad; Asst Dirs- Bob Gordon, Ed Lackner; Engineering Planning- Bill Vandermay. Previews and the first annual Apple Cup Hydroplane Race at Lake Chelan, Washington, with live interviews and films of past hydroplane races during two preview programs, 9-10am & 10:30am-12noon. The 10-10:30am period will cover a segment of the Washington State Apple Blossom Festival at Wenatchee, with the race and later telecast from Lake Chelan as the climax of the four-day state festival. Keith Jackson will describe the racing action in the heats and final. The race telecasts will be carried over a temporary microwave system on four mountaintops to the telephone office in Yakima which will feed into the statewide TV net for transmission to Seattle to the telecasts' home station. Engineering and equipment installation has been handled by the Pacific Telephone Co.

TALENT SHOWSHEET MAY 3 - MAY 12

Most of the shows on May 3,4,5, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 10. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY MAY 4

SUSAN'S SHOW	CBS 11am	PREMIERE: Starring Susan Heinkel; Dir - Barry McKinley.
JACKIE GLEASON SHOW	CBS 8pm	ADD: Helen Forrest(S), The Amazing Mr. Ballantine(magic), June Carter(S-C).

SUNDAY MAY 5

LOOK UP & LIVE	CBS 10:30am	Reform Judaism; (O) Martin Plissner; with Rabbi Alvin Rubin of Temple Sinai, Roslyn Heights, N.Y.
CAMERA THREE	CBS 11:30am	The Twenty-Four Hour Day; (O) Jack McGiffert; Readings of works by Yeats, Wordsworth, Frost, Browning, De la Mare, Gray, Wolfe; Dir - Clay Yurdin.
ED SULLIVAN SHOW	CBS 8pm	ADD: Judy Scott(S), Allen & DeWood(C), Martha Ann Bentley(D), Ballet Russe De Monte Carlo, Eugene Slavin(D), Meredith Baylis(D).

MONDAY MAY 6

Wire Service (Dane Clark)	ABC 7:30pm	The Death Merchant; with Mr. Clark, Peter Illing, Sandra Dorne, Paul Eliscu, Lilly Kann, Jane Griffiths.
Burns & Allen	CBS 8pm	with regulars & Judi Boutin, Robert Easton; (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Eugene Conley(S).
TALENT SCOUTS	CBS 8:30pm	The Hansen Duo(S), Ricky Richesin(S), Ocie Smith(S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	The Buckskins(M), Jimmy Wright(M).
December Bride (Spring Byington)	CBS 9:30pm	Lily-Hilda Fight; with regulars & Marge Bennett, Doris Packer, Don Bell; (SW&SD).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Longing For To Go; (O) Martha Wilkerson; with Lenka Peterson, Robert Culp, Gaines Kincaid, Joan Hotchkiss, Belle Flower; Dir - Frank Telford.
STUDIO ONE	CBS 10pm	The Out-Of-Towners; (O) Tad Mosel; with Eileen Heckart, E.G. Marshall, Phylis Hill, Milton Selzer, Gerald Hiken, Jack Manning, Martin Newman; Dir - Jack Smythe.

TUESDAY MAY 7

Cheyenne	ABC 7:30pm	The Spanish Grant; (O) Albert Aley; with Douglas Kennedy, Peggie Castles, Anthony George; Dir - Thomas Carr.
JONATHAN WINTERS SHOW	NBC 7:30pm	Eddie Safranski(M).
Phil Silvers Show	CBS 8pm	with regulars & Harry Gresham; (SW&SD).
ARTHUR MURRAY PARTY	NBC 8pm	Mickey Rooney, June Havoc(A), (on film) Sophia Loren(A).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	Dull Knife Strikes For Freedom; with regulars & Ian MacDonald, Rico Alaniz, Alex Montoya, Mason Alan Dinehart, Robert Malcolm; (SW&SD).

TALENT SHOWSHEET(more)

TUESDAY MAY 7(Cont'd)

Panic!	NBC 8:30pm	Courage; with Paul Burke, Trevor Bardette, Parley Baer, Don Haggerty, Raymond Greenleaf; (SW&SD).
Broken Arrow	ABC 9pm	Apache Girl; (O) Elliott Arnold; (A) Curtis Kenyon; with regulars & Donna Martell, Jan Merlin, Migues Landa; (SW&SD).
Jane Wyman Show	NBC 9pm	There Comes One Moment; with Miss Wyman, Larry Pennell; no other information available at press time.
DuPont Theatre	ABC 9:30pm	Dowry For Ilona; (O) Al Martin & Laszlo Gorog; with Oscar Homolka, Steven Geray, Dan Barton, Caroline Craig, Lisa Golm, Amalia Ligeti, Everett Glass, Oliver McGowan; Dir - Laxlo Benedek.
RED SKELTON SHOW	CBS 9:30pm	Una Merkel(A).
KAISER ALUMINUM HOUR	NBC 9:30pm	The Man Who Vanished; (O) Art Wallace; with Bruce Gordon, Sallie Brophy, Carl Low, Richard Coogan, Carolyn Brenner, Norman Shelly, Frederic Downs, Jayson Wingreen, Jimmy Yoham, Hal Suder; Dir - Paul Bogart.
IT'S POLKA TIME	ABC 10pm	The Slovenian-American Folk Dancers.

WEDNESDAY MAY 8

Navy Log	ABC 8:30pm	Goal...Mach Two; with Ross Elliott, Richard Crane, Richard Deacon, Patti Gallagher.
Father Knows Best (Robert Young)	NBC 8:30pm	Class Prophecy: with regulars & Betty Lou Gerson, Vivi Janiss; (SW&[illegible]).
Millionaire (Marvin Miller)	CBS 9pm	The Story of Chris Daniels; with Murray Hamilton, Sally Fraser, Ray Teal, Johnny Silvers, George Eldredge, Gregg Barton, Jimmy Murphy, Frank Scannell; (SW&SD).
KRAFT THEATRE	NBC 9pm	Flesh And Blood; (O) Anthony Spinner; with Victor Jory, Tommy Sands, Marian Seldes, Ian Wolfe, Cavada Humphrey; Dir - Frank Pacelli.
Ford Theatre	ABC 9:30pm	The Idea Man; (O) Sterling Silliphant & Howard Estabrook; with Don DeFore, Richard Denning, Doe Avedon, Jack Kelly, Howard McNear, Paul Keast, Dorothy Joyce, Paul Cavanagh, Regina Gleason; Dir - D. Ross Lederman.
US STEEL HOUR	CBS 10pm	A Drum Is A Woman; (O) Will Loren; A fantasy in jazz, created by Duke Ellington; with Duke Ellington & Orch., Margaret Tynes(S), Joya Sherrill(S), Ozzie Bailey(S), Carmen de Lavallade(D), Talley Beatty(D); Choreog - Paul Godkin; Dir - Norman Felton.

THURSDAY MAY 9

Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with regulars & Rusty Wescott, Allen Welles, Barry Truex, Joseph Downing; (SW&SD).
Bob Cummings Show	CBS 8pm	with regulars & Lola Albright; (SW&SD).
SHOWER OF STARS	CBS 8:30pm	Jack Benny, Van Johnson, Jean Durand(S), Yvonne De Carlo(A), Georgia Gibbs(S); (O) Hugh Wedlock, Howard Snyder; Dir - Ralph Levy.
Danny Thomas Show	ABC 9pm	Terry at the Crossroads; with regulars & Gary Gray; (SW&SD).
RAY BOLGER'S WASHINGTON SQUARE	NBC 9pm	NOTE NEW TIME; Jeannie Carson, George Gobel, Bill Haley & His Comets(S), Muriel Anders(D-C).
Playhouse 90	CBS 9:30pm	Homeward Borne; (O) Halsted Welles; with Linda Darnell, Richard Kiley, Keith Andes; Dir - Arthur Hiller.
Telephone Time (John Nesbitt)	ABC 10pm	Stranded; (O) Herb Ellis & John T. Kelly; with Bette Davis; Dir - Allen Miner.

THURSDAY MAY 9(Cont'd)

LUX VIDEO THEATRE	NBC 10pm	Stand-In For Murder; (O) Richard McDonagh; (A) Sanford Barnett; with Bonita Granville, Dewey Martin; Dir - Norman Morgan.

FRIDAY MAY 10

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Hubert's Niece; with regulars & Anna Maria Nanasi, Queenie Leonard, Gordon Richards, Tommy Farrell; (SW&SD).
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Bound Girl; with regulars & Jeanne Moody, Robert Wilke, Austin Green, Lurene Tuttle; (SW&SD).
Crossroads	ABC 8:30pm	Convict 1321; (O) George Bruce; with Stephen McNally, Darryl Duran, Sarah Padden, Douglas Dumbrille; Dir - Ralph Murphy.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	The Long Road Home; (O) Harold Swanton; with with Mr. Powell, Conrad Janis, Jean Willes, Ray Collins, Ainslie Pryor, Francis J. McDonald, Robert Armstrong, Alan Wells, Ned Glass, Kay Reihl, Wes Hudman, John Mitchum; Dir - Felix Feist.
Life of Riley (William Bendix)	NBC 8:30pm	with regulars & Charlie Ruggles, Donna Corcoran, Gregory Marshall; (SW&SD).
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Diet; with regulars & Nick Dennis, Barbara Pepper; (SW&SD).
Joseph Cotten Show--On Trial!	NBC 9pm	The Case of Sudden Death; no other information available.
The Vise (Donald Gray)	ABC 9:30pm	Against the Ropes; with regulars & Garry Thorne, Robert Ayres, Gil Winfield.
Schlitz Playhouse	CBS 9:30pm	The Lady Was A Flop; Re-run.
BIG STORY (Ben Grauer)	NBC 9:30pm	Al Nakkula, Reporter; Rocky Mountain(Denver, Colo.) News; (A) Alvin Boretz; with Al Markim, Alfred Ryder, Jerry Stiller, Joseph Warren, John Newton.
The Lineup (Warner Anderson)	CBS 10pm	The Ringing Bells Case; with regulars & Carol Shannon, Dave Willock, Robert Griffin, Henry Slate; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 6 - MAY 10

JIMMY DEAN SHOW	CBS 7am	Hank Thompson & his western swing band, The Brazos Valley Boys, will be guests during the entire week.
GARRY MOORE SHOW	CBS 10am	5/7 - "The Wizard of Waukesha," "Professor" Russell Oakes(C); 5/10 - Charles Manna(C), Martha Davis & Spouse (M).
CLUB 60 (Dennis James)	NBC 1:30pm	5/6 - Johnny Janis(S); 5/7 - Glen Yarborough(S); 5/9- Linda Darnell(A), Robert Clary(S); 5/10- Maurice & Maryea (D).
NBC MATINEE THEATRE	NBC 3pm	5/6 - Show of Strength; (O) Herman J. Epstein; 5/7 - Make Believe Affair; (O) Robert Standish; 5/8 - Hymn To The Dedicated;(O)Milhail Ryoff; 5/9- Thursday's Child; (O) Mary George Kochos; 5/10 - Big Hearted Herbert; (O) Sophie Kerr & A.S. Richardson; (A) Kay Arthur.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	The First Million; (O) Theodore & Mathilde Ferro; with Neva Paterson, Coe Norton, Ed Peck, Joanne Bayes.
TONIGHT!(AMERICA AFTER DARK) - (Jack Lescoulie)	NBC 11:15pm	No information available at press time.

SATURDAY MAY 11

TRUE STORY (Kathi Norris)	NBC 12N	A Stranger In Town; (O) Elinor Lenz; with Nancy Coleman, Staats Cotsworth, Warren Berlinger, Kathleen Muray.

SATURDAY MAY 11(Cont'd)

ROCK 'N' ROLL REVUE	ABC 7:30pm	Alan Freed(emcee), Guy Mitchell(S), Sal Mineo(S), June Valli(S), Martha Carson(S), The Dell-Vikings(S), The Clovers(S), "Screamin' Jay" Hawkins(S); Dir - Cort Steen.
The Buccaneers (Robert Shaw)	CBS 7:30pm	To The Rescue; with regulars & Jane Griffiths, Louis Brion, Ewan Solon; (SW&SD).
PERRY COMO SHOW	NBC 8pm	Liberace(S-M), George Liberace(M), Jean Fenn(S), The Weire Bros(C).
MR. BROADWAY	NBC 9pm	(O) Samuel & Bella Spewack; (Musical portrait of George M. Cohan); with Mickey Rooney, Garry Moore(narrator) of the story - Gloria De Haven, James Dunn, Eddie Foy Jr., June Havoc, Roberta Sherwood, Arny Freeman, Dick Button, Bernard Lenrow, Henry Lascoe, Robert Ellenstein, Paul Sparer, Walter Kinsella, Bobby Mariano, Patricia Mariano, Dwight Marfield, Sig Frolich; Dir - Sidney Lumet; Music Dir - George Bassman; Choreog - Peter Gennaro; Costumes - Noel Taylor; Sets - James Russell.
S.R.O. -Playhouse	CBS 9:30pm	PREMIERE: Summer Dramatic Program: Re-runs from Schlitz Playhouse.
OZARK JUBILEE	ABC 10pm	Rex Allen, substitutes for vacationing Red Foley; Sonny James(S).
Gunsmoke	CBS 10pm	with regulars & Phil Pine, Stafford Repp, Tom Palmer; (SW&SD).

SUNDAY MAY 12

LAMP UNTO MY FEET	CBS 10am	Excerpts from the film "Albert Schweitzer"; Produced by Erica Anderson & Jerome Hill; with Fredric March, Burgess Meredith as narrators; Dir - James MacAllen.
ODYSSEY	CBS 5pm	The Kremlin; (O) Pat Barton; with film sequences from "Ten Days that Shook the World; & "Peter The Great", by Sergei Eisenstein; Dir's - John Desmond, Roger Englander.
ED SULLIVAN SHOW	CBS 8pm	Jack Dempsey, Thomas E. Johnson(S), Robert Emmet Rodifer(pantomine), The Malletmen(M), Ralph Grasso(M), Harry Kehr & William Hrynkiw(S-M).
STEVE ALLEN SHOW	NBC 8pm	Dean Jones(S).
General Electric Theatre(Ronald Reagan)	CBS 9pm	A Question of Survival; (O) Floyd Beaver; (A) John Dunkel; with Mr. Reagan, Kevin McCarthy, Arthur Space, Robert Stevenson, Dan Riss, Clark Howat, John War Eagle; Dir - Jules Bricken.
GOODYEAR PLAYHOUSE	NBC 9pm	A Will To Live; (O) Jerome Ross; with Betsy Blair, Walter Matthau, Cathleen Nesbitt, Larry Gates, Virginia Kaye, Barbara Robbins, Ray Bramley, Harold Vermilyea, Adnia Rice; Dir - Paul Stanley.
Alfred Hitchcock Presents	CBS 9:30pm	A Man Greatly Beloved; (O) A.A. Milne; (A) Sarett Rudley; with Sir Cedric Hardwicke, Evelyn Rudie, Hugh Marlow, Rebecca Welles, Edith Barrett, Robert Culp, Ken Christy; Dir - James Neilson.
Loretta Young Show	NBC 10pm	A Mind of Their Own; (O) Ruth Roberts & Helen Garneli; (A) Richar Morris; with Miss Young, Murray Hamilton, Judy Morris, Ludwig Stossel, Thurston Hall, Frances Mercer, Gail Bonney; Dir - Richard Morris.

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Bride and Groom returns to NBC as a half-hour show, Mondays thru Fridays, 2:30-3pm EDT, starting July 1. It replaces The Tennessee Ernie Ford Show in the time spot. The old Masterson, Reddy and Nelson package comes back, after being off the TV air since August, 1954, as packaged for NBC by Bride & Groom, Inc. Producer is the NBC staffer, Roger Gimbel, who most recently was on the Tonight show. During its previous tenure on TV -- it debuted over CBS on Jan 25, 1951 and moved to NBC on Nov 30, 1953, with its last show on Aug 27, 1954 -- it was a 15-minute program, but in its new version the program will use the first 15 minutes each day for its on camera wedding ceremonies and the second half of the program for a reception for the new bride and groom, with a roster of "surprise guests" -- friends and relatives -- present. The m.c. for the current version still has to be named. John Nelson handled the role during the show's previous four-year TV run.

Vic Damone will headline the summer show moving into the CBS Wednesday, 8-9pm, spot being relinquished permanently by Arthur Godfrey. Starting July 3, The Vic Damone Show will take over as a musical-variety-revue showcase, featuring the Spellbinders singing quintet, with guest singers, dancers and comedians. One highlight will be specialty dance numbers each week performed by a special group. Production staff for the show lists Lester Gottlieb as exec producer, Lee Cooley as producer, Charlotte Paley as assistant producer, with Byron Paul directing and Burt Farber leading the orchestra.....Sylvania Electric Products, Inc., thru J. Walter Thompson Co., will sponsor The Real McCoys, new situation comedy series starring Walter Brennan, over ABC, Thursdays, 8:30-9pm NYT, starting Oct 3. The featured players include Richard Crenna, Kathy Nolan, Michael Winkleman, Lydia Reed and Tony Martinez. Irving Pincus is creator-producer and Sheldon Leonard will direct.....Purex Corp., Ltd., thru Edward H. Weiss & Co(Chi) will be a full-hour, alternate week sponsor of the new CBS hour film series, Perry Mason, starting Sept 21, Saturdays, 7:30-8:30pm NYT. Raymond Burr stars in the title role, with Ben Brady producing with the facilities of TCF TV Productions at Fox Western Ave. studio in Hollywood. Permanent featured players will be Barbara Hale as the attorney's girl Friday, Della Street; Ray Collins as police lieutenant Arthur Tragg; William Talman as d.a. Hamilton Berger and William Hopper as Paul Drake, Mason's private detective.....Schick, Inc., thru Warwick and Legler, Inc(NY) will be alternate week sponsor of NBC's new Gisele MacKenzie Show which will debut Sept 28, Saturdays, 9:30-10pm NYT. Scott Paper Company is the previously announced alternate week sponsor. Schick's commercials begin Oct 5..... The Big Record, starring Patti Page, will take regular season possession of Arthur Godfrey's Wednesday time, starting Sept 25 (see Vic Damone item at beginning of paragraph), with two of Godfrey's current sponsors taking alternate half-hours weekly on the new show -- Kellogg Co., and Pillsbury Mills, Inc. The show will feature big names of the record industry doing in person performances of their biggest hits. Lester Gottlieb will be exec producer, with Vic Schoen leading the orchestra. Separate eight-person dancing and singing groups will be regularly featured.

(MORE)

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The Perry Como Show is completely sold out for the 1957-58 season, which will begin on Sept 14. The six sponsors (each has one-third of the program, alternate weeks), including four current advertisers, the first listed, are: Kimberly-Clark Corp for Kleenex and other products, thru Foote, Cone & Belding; Noxzema Chemical Co thru Sullivan, Stauffer, Colwell & Bayles, Inc.; Radio Corp. of America with Whirlpool-Seeger Corp thru Kenyon & Eckhardt, Inc.; Sunbeam Corp thru Perrin-Paus Co.; American Dairy Assn thru Campbell-Mithun, Inc; and Knomark Manufacturing Co., Inc., for Esquire shoe polishes thru Emil Mogul Co., Inc.....Toni Company thru North Advertising, Inc(Chi) will be the alternate week sponsor with American Tobacco Co when Your Hit Parade returns next season, Saturdays, 10:30-11pm EDT, starting Sept 7. The revamped program will have new singers Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland performing, with Don Walker as music director.....The complete sponsorship lineup for the Steve Allen Show, Sundays, 8-9pm NYT, will have S.C. Johnson & Son, Inc., as full hour sponsor alternate weeks, starting July 7, with Greyhound Corp thru Grey Advertising Agency, Inc., (starting July 14) and Pharma-Craft Corp., Inc., thru J. Walter Thompson Co., each sponsoring one-half the program on alternate weeks.

Guy Mitchell's new ABC music-variety show starts Sept 21, Saturdays, 10-10:30pm NYT, with Revlon thru Emil Mogul Co., Inc., sponsoring. The program will be produced by Phil Cohan, with Mitchell's manager, music publisher Eddie Joy, as exec producer. The show will have a guest star each week and will also feature "fresh young talent.".....Will Hutchins will star as Tom Brewster in the title role of Sugarfoot, the new hour-long Western series that will alternate over ABC with Cheyenne, starting Sept 17, Tuesdays, 7:30-8:30pm EDT. One-half of the program will sponsored by American Chicle Co (Dentyne, Clorets, Rolaids) thru Ted Bates & Co., Inc. Sugarfoot producer will be Art Silver for Warner Bros. TV division, with William T. Orr as exec producer, the same team currently producing Cheyenne.

David Lowe, exec producer of NBC's Educational TV Project, has taken a three-month leave of absence to produce a special one-hour color film for Smith, Kline & French's March of Medicine, to be seen over NBC on Dec 3. Lowe leaves today (8) with writer Lou Hazam and associate producer Mike Oppenheimer for Tokyo, the beginning of a 13-country trek that will record the activities of American doctors around the world. Brice Howard takes over as exec producer of the educational programs while Lowe is out of the country.

PEOPLE GOING PLACES: H. Pierson Mapes and Gene Schiess formed Creative Merchandising Co., Inc., 535 Fifth Ave., New York 17., specializing as TV packagers, producers and agency consultants.....Barry and Enright Productions, Inc., are now exclusive packagers for NBC radio and TV, under an agreement which gave NBC rights to the firm's current packages.....Armand Grant appointed exec producer in charge of daytime programming for ABC-TV.....Darrell Ross named producer in charge of talent in Hollywood for NBC Matinee Theater, casting all shows and supervising the show's directors. He succeeds Winston O'Keefe who has moved to Screen Gems, Inc., in a programming-talent position.....Dominick Dunne named executive assistant for Playhouse 90 at CBS, covering all aspects of the weekly hour-and-a-half series.

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Saturday (May 18)

ABC- 5:30-6pm EDT; DEBUT - Five Star Comedy Party - LIVE & FILM from WABC-TV(NY), 68 stations live and kine. § Sponsor- Joe Lowe Corp (Popsicle, other frozen confections) thru Paris & Peart, Inc(NY); Acct Exec- David Kreinik; Comm Anncr- Bill Brophy. § Pkgr- Inter-Video Productions(NY); Prod- Herbert Moss; Dir- Lou Sposa; Music Dir- Lou Garisto; Writer- Herbert Moss. § A top comedy attraction stars on each week's program, with ventriloquist Paul Winchell (and Jerry Mahoney), starring alternate weeks. Program is in open time.

CBS- 5:30-6pm EDT; SPECIAL - The Preakness - LIVE from WMAR-TV(Balt), 82 U.S. stations live, 16 Canadian. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit); Acct Exec- M. F. Mahoney(NY); Comm Anncr- Bryan Field. § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey. § Telecast of the 81st running of The Preakness, from Pimlico Race Track, Maryland., with Fred Capossela describing the race and Bryan Field handling color and Chris Schenkel doing the interviews. The event is the second of the Triple Crown races (see page 29).

Sunday (May 19)

CBS- 4-5pm EDT; SPECIAL - This Is Defense - LIVE from WTOP-TV(Wash), no. of stations indefinite. § Sponsor- Westinghouse Electric Corp., Defense Products Division, thru Fuller & Smith & Ross, Inc(Cleveland); Acct Exec- John Reed; Comm Anncr- John Cameron Swayze. § Pkgr- CBS Public Affairs(NY); Prod- Paul Levitan; Assoc Prods- Lew Shollenberger, Ted Sack; Dirs- Vern Diamond, Bob Quinlan. § Joint military exercises by the Army, Navy, Air Forces, Marine Corps and Coast Guard at Andrews Air Force Base near Washington, climaxing the nationwide observance of Armed Forces Day. The program replaces Face the Nation, 4-4:30pm EDT, and World News Roundup, 4:30-5pm, each being seen one hour later this date only, pre-empting Odyssey, 5-6pm EDT, this date only.

OTHER NETWORK CHANGES & ADDITIONS

ABC- This Is Galen Drake (Sat, 7-7:30pm EDT) Last show May 11; time spot now local.

CBS- December Bride (Mon, 9:30-10pm EDT) Re-runs began May 6.

Dixie Handicap; SPECIAL May 11; Sat, 5-5:30pm EDT; LIVE from WMAR-TV(Balt), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey. § Telecast of the 56th running of the Dixie Handicap at Pimlico Race Track, Baltimore, Md., with Bryan Field describing the running and Chris Schenkel handling the color and winner's circle interviews.

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. ✓ ✓ Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

TALENT SHOWSHEET MAY 10 - MAY 19

Most of the shows on May 10, 11, 12 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 17. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed, Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY MAY 11

ROCK 'N' ROLL REVUE	ABC 7:30pm	ADD CAST: Edith Adams(S), Lillian Briggs(S), Jimmy Bowen, LaVern Baker, Ivory Joe Hunter, Andy Williams, Charlie Gracie.
JACKIE GLEASON SHOW	CBS 8pm	With regulars and Morey Amsterdam(C), Jerry Cooper(S), Sciplina Chimps.
OZARK JUBILEE	ABC 10pm	Brenda Lee(S), Sonny James(S), Rex Allen(guest m.c.)
MRS. AMERICA PAGEANT	ABC 10:30pm	Merv Griffin(S), Betty Riley(S), Paulette Sisters(S), Conn & Mann(C-D), Les Rhode Orch.

SUNDAY MAY 12

LOOK UP AND LIVE	CBS 10:30am	Conservative Judaism; (O) Howard Rodman; with William Shattner, Gloria Rand, Gregory Morton, Noah Kean, Minerva Pius, Anatole Winogradoss, Judy Sanford; Dir - Marvin Silbersher
CAMERA THREE	CBS 11:30am	with composer Lukas Foss.
You Are There	CBS 6:30pm	RETURN: The End of the Dalton Gang; (O) Jack Bennett; with Ron Hargrave, David Jansen, Tyler McDuff, Myron Healy, James Anderson, James Bell, Malcolm Attabury, Wright King, Herbert Butterfield, Roy Engel, Sarah Selby, Paula Winslow, Bob Hyatt; Dir - William Russell.
MARGE & GOWER CHAMPION SHOW	CBS 7:30pm	with Regulars and Mary McCarty(C).
ED SULLIVAN SHOW	CBS 8pm	ADD CAST: Bob Elliott & Ray Goulding(C), Harvey Stone(C).
STEVE ALLEN SHOW	NBC 8pm	ADD CAST: Tallulah Bankhead, Rev. Dr. Billy Graham, Pearl Bailey.

MONDAY MAY 13

Wire Service (George Brent)	ABC 7:30pm	Violence Preferred; (O) Stanley Niss & Lowell Barrington; (A) Lowell Barrington; with Mr. Brent, Royal Dano, Paul Fix, Louis Jean Heydt, Mary Young, Raymond Greenleaf, William Challee; Dir - Tom Gries.
Sheriff of Cochise (John Bromfield)	WABD 7:30pm	With Regulars and John Crawford, Stan Jones, Russell Hicks, Chuck Gray.(SW & SD)
Adventures of Sir Lancelot	NBC 8pm	With Regulars and Derek Waring, Alison Leggett, Robert Hardy. (SW & SD)
VOICE OF FIRESTONE	ABC 8:30pm	Frances Wyatt(S).
TALENT SCOUTS	CBS 8:30pm	Virginia Craig(S), Schmitz Sisters(S), Bob Beckham(S-M).
LAWRENCE WELK'S TOP TUNES	ABC 9:30pm	With Regulars and Larry Cabalka(M), Judy Kamleiter(M), Tomye Parson(S).
December Bride Spring Byington)	CBS 9:30pm	The Jockey; With Regulars and Arnold Stang, Nestor Paiva, Cheerio Meredith; (SW & SD).

MONDAY MAY 13(Cont'd)
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ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Return Visit; (O) Milton Gelman; with Joe Maross, Joanne Linville, Marian Phillips, Peter Falk, Victor Thorley, Fred J. Scollay; Dir - Perry Lafferty.
STUDIO ONE	CBS 10pm	Babe In the Woods; (O) Sumner Locke Elliott; with Betty Furness, Jody McCrea, Tammy Grimes, Nancy Rennick, Evans Evans, Murray Matheson, Tom Coburn; Dir - Tom Donovan.

TUESDAY MAY 14
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Conflict	ABC 7:30pm	Pattern For Violence; (O & A) Howard Browne (based on novel "If You Have Tears"); with Jack Lord, Karen Steele, Meg Randall, Ainslie Pryor; Dir - Leslie H. Martinson.
JONATHAN WINTERS SHOW	NBC 7:30pm	Frank Parker(S).
ARTHUR MURRAY PARTY	NBC 8pm	Eartha Kitt(S).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	The Gold Brick; with regulars and Douglas Fowley, Paul Brinegar, Stanley Clements; (SW & SD).
Panic!	NBC 8:30pm	with Richard Eyer, Mel Kootz, Jean Byron, Kasey Rodgers, Harry Lewis, Bob Anderson, David Saber; (SW & SD).
Broken Arrow	ABC 9pm	The Broken Wire; with regulars and Buzz Henry, George J. Lewis, James Dobson, John Doucette, Robert Burton; (SW & SD).
Jane Wyman Show	NBC 9pm	Night Of Terror; with Miss Wyman (other information unavailable at press time). (SW & SD)
DuPont Theatre	ABC 9:30pm	Once A Hero; (O) Jack Schaefer; (A) John Dunkel; with Ward Bond, Richard Eyer, Ben Johnson, Sarah Selby, Mike Winkelman, Robert Eyer, Christopher Olsen, David McMahon, Ralph Peters; Dir - Lee Sholem.
RED SKELTON SHOW	CBS 9:30pm	Vincent Price, Jayne Meadows.
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Day of Disaster: Rikers Island; (O) George Lefferts; with Irene Hubbard, Walter Brooke, Frank Campanella, John Marriott, Donald Buka, Ward Costello, Frances Heflin, William Post, Jr, Shirley Eggleston, Gigi Gerow, John Conwell; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	Tatra Mountaineer Folk Dancers.
SPIKE JONES SHOW	CBS 10:30pm	with regulars and Robert Clary(S), Walter Gross(M).

WEDNESDAY MAY 15
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Navy Log	ABC 8:30pm	The Saga of Irving Cohen; with George Conrad, Ralph Reed, John Brinkley, John Carlyle; (SW & SD).
Father Knows Best (Robert Young)	NBC 8:30pm	The Art of Romance; with regulars and Joan Freeman; (SW & SD).
Millionaire (Marvin Miller)	CBS 9pm	The Story of Joseph Marton; with Helmut Dantine, Violet Rensing, Eugene Martin, John Gallandet, Alfred Linder, Kay Stewart, Ann Staunton, Ed Reimers, Gene Garay, Azemate Janti; (SW & SD).
KRAFT THEATRE	NBC 9pm	The Glass Wall; (O) Cecile Gilmore; (A) Roger Hirson; with Kim Stanley, Richard Kiley, Mary Fickett, Jack Klugman, Larry Weber, Kathleen Comegys, Lois Wheeler; Dir - Don Medford.
Ford Theatre	ABC 9:30pm	Gentle Deceiver; (O) Frederic Brady; with Keenan Wynn, Lucy Marlow, Lucien Littlefield, Sara Haden, Byron Foulger; Dir - Danny Dare.

WEDNESDAY MAY 15(Cont'd)

20th Century-Fox Hour	CBS 10pm	The Great American Hoax (O) Paddy Chayefsky; (A) Devery Freeman; with Ed Wynn, Walter Abel, Kathleen Crowley, Conrad Nagel, Jesse White, Peg La Centra, Jerry Paris, Richard Deacon, Benny Rubin, Jay Walker, Jack Mulhall, Grant Richards, Laurie Mitchell, Jack Rice, Larry Blake, Harry Ruby; Dir - Don Weis.

THURSDAY MAY 16

Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with regulars and Wayne Mallory, Edmund Cobb, Don Kent, Thayer Roberts, Alan Lee; (SW & SD).
CIRCUS TIME (Paul Winchell & Jerry Mahoney)	ABC 8pm	Madam Malta and Fernando(trained dogs), Betty Ann Grove (S), George Carl(panto), Linon(acro).
Bob Cummings Show	CBS 8pm	with regulars and Lola Albright, Harvey Helm, Mary Lawrence; (SW & SD).
CLIMAX!	CBS 8:30pm	Bait For the Tiger; (O) Nicholas Monsarrat; (A) Whitfield Cook; with Steve Cochran, Anna Maria Alberghetti, Corinne Calvet, Carl Esmond; Dir - Paul Nickell.
Danny Thomas Show	ABC 9pm	Talented Kid; with Regulars and Barry Gordon, George O'Hanlon; (SW & SD).
People's Choice (Jackie Cooper)	NBC 9pm	(O) Alan Lipscott & Bob Fisher; With Regulars and Jackie Coogan; (SD).
PLAYHOUSE 90	CBS 9:30pm	Helen Morgan (O) Leonard Spigelgass & Paul Monash; with Polly Bergen, Hoagy Carmichael, Sylvia Sidney, Robert Lowery, Reginald Denny, Ronnie Burns, Lili Gentle, Benay Venuta; Dir - George Roy Hill.
FORD SHOW	NBC 9:30pm	Marilyn Maxwell(S).
Telephone Time (John Nesbitt)	ABC 10pm	The Intruder; (O) Joseph Landon; with Phyllis Avery, Joel Grey, Michael Winkelman, Ron Kennedy, Russ Bender; Dir - Gilbert Kay.
LUX VIDEO THEATRE	NBC 10pm	Death Do Us Part; (O) Jo Pagano ("Double Jeopardy"); Screenplay by Jo Pagano & Bill Raynor; (A) Sanford Barnett; with Alexis Smith, Kent Smith, Louis Jean Heydt, Harold J. Stone; Dir - David McDearmon.

FRIDAY MAY 17

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	O'Hara Gets Amnesia; with regulars & Tommy Farrell, Peter Coe, Joseph Waring; (SW & SD).
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Bounty Hunter; with regulars & William Schallert, William Ching, Eddy Waller, Reginal Sheffield; (SW&SD).
West Point	CBS 8pm	The Benefit of Doubt: with Ron Hagerthy, James Ogg, Bill Ludmark; (SW & SD).
Crossroads	ABC 8:30pm	Half Mile Down; with Jeff Morrow, Jean Howell, James Westerfield, Adam Kennedy, Robert Armstrong, Hugh Gallagher, Reed Howes, Sara Selby; Dir - Harry Joe Brown.
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Decision at Wilson's Creek; (O) Marc Brandel & John McGreevey; with John Forsythe, John Dehner, Bart Burnes Willis Bouchey, Harry Lauter, Joe DiReda, John Wilder, William Swan, Don House, Bill Boyett, Richard Newton, Jon Locke, Marjorie Lord; Dir - Louis King.
The Life of Riley	NBC 8:30pm	with regulars & Henry "Bomber" Kulky, Paul Bryar;(SW&SD).
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	with regulars & Frances Bavier; (SW&SD).
CHEVY SHOW	NBC 9pm	Dinah Shore, Art Carney, Boris Karloff, Betty Hutton, The Skylarks; Written by - Bob Wells, Johnny Bradford; Dir - Bob Banner.

FRIDAY MAY 17(Cont'd)

The Vise (Donald Gray)	ABC 9:30pm	Hi-Jacked; with regulars & Diana Decker, Colin Tapley, Tom Gallagher; (SW&SD).
Date With the Angels	ABC 10pm	Mother By Proxy; with Betty White & Bill Williams (regulars), and Natalie Masters, Roy Engle, Lillian Bronson; Dir - James V. Kern (SW&SD).
The Lineup (Warner Anderson)	CBS 10pm	The Goode Case; with regulars & John Mooney, Jean Howell, Peter Adams, Ruta Lee, Hal Baylor; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 10 - MAY 17

JIMMY DEAN SHOW	CBS 7am	Chet Atkins(guitarist), George Hamilton, IV, will be guests during the entire week.
GARRY MOORE SHOW	CBS 10am	5/14 - Ivan Sanderson(scientist-explorer); 5/16 - Roger Price(C); 5/17 - Charlotte Rae(C), Martha Davis & Spouse (C-S).
CLUB 60 (Dennis James)	NBC 1:30pm	5/13 - Connie Boswell(S); 5/14 - Preston Foster; 5/15 - Carmen McRae(S); 5/16 & 5/17 - to be announced.
NBC MATINEE THEATRE	NBC 3pm	5/13 - Embattled Maiden; (O) Giraud Chester; (A) Betty Ulius; 5/14 - The Middle Aged Freshman; (O) Samson Raphaelson; (A) Robert J. Shaw; 5/15 - Best Friend In Town; (O) Theodore Apstein; 5/16 - Jane Eyre (O) Charlotte Bronte; (A) Robert Esson; 6/17 - The Starmaster (re-run).
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Mrs. Rocky King; (O) William Kendall Clarke; with William Prince, Florence MacMichael, James Millhollin, Fred Beir, Barbara Lee Smith, Don Fellows.
TONIGHT!(AMERICA AFTER DARK) - (Jack Lescoulie)	NBC 11:15pm	5/13 - Dorothy Olsen(S), Jack Haskell(S), Ethel Waters, Jules Munshin(C); 5/14 - The Charminairs(S); 5/15 - Merv Griffen(M); 5/16 - Maurie Leighton(S); 5/17 - Terri Stevens(S), Sonny Sands(C), Sgt. Joe Gibson(S).

SATURDAY MAY 18

TRUE STORY (Kathi Norris)	NBC 12N	Renascence; (O) Leon Tokatyon; with Loretta Leversee, Jerome Cowan.
PERRY COMO SHOW	NBC 8pm	Janis Paige, Lou Carter(S), Joey Bishop(C).
OZARK JUBILEE	ABC 10pm	Jim L. Brown & Carl Smith(S-M) are guest m.c.'s.
GEORGE GOBEL SHOW	NBC 10pm	Jeff Donnell, Jack Kirkwood.

SUNDAY MAY 19

ED SULLIVAN SHOW	CBS 8pm	Tommy Sands(S), Rise Stevens(S), Julie Wilson(S), Glenn Miller Band, Lou Holtz(C), Judge "Pigmeat" Markham(C), Herb Score, The Maxwells(acro), Davis & Reese(C), George Ulmer.
STEVE ALLEN SHOW	NBC 8pm	Bert Lahr, Ann Sothern(S), Brenda Lee(S).
General Electric Theatre	CBS 9pm	The Man Who Inherited Everything; (O) Ernst Jacoby; (A) Charles Larson; with George Sanders, Leslie Bradley, Carolyn Jones, Noel Drayton, Lowell Gilmore, Walter Kingsford, A.E. Gould-Porter, Robert Stephenson, Frederic Worlock; Dir - Jules Bricken.
ALCOA HOUR	NBC 9pm	Protege; (O) Philo Higley; with Ed Wynn, Skip Homeier, Evelyn Varden, Betsy Palmer, David White, Lee Meriwether, Don Adams, Luis Van Rooten, Lee Richardson, Henderson Forsythe; Dir - Daniel Petrie.
Alfred Hitchcock Presents	CBS 9:30pm	Martha Mason, Movie Star; (O) Raymond Mason; (A) Robert C. Dennis; with Judith Evelyn, Robert Emhardt, Vinton Hayworth, Claire Caleton, Lilian Hamilton, Hope Summers, Rusty Lane, Karen Morris; Dir - Justus Addiss.

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Sally, the new situation comedy series starring Joan Caulfield, will be alternately sponsored by The Chemstrand Corp (Acrilan Fiber) thru Doyle Dane Bernbach, Inc(NY) and Royal McBee Corp (Royal Typewriter Co Div) thru Young & Rubicam, Inc(NY). The series debuts over NBC Sept 22, Sundays, 7:30-8pm NYT. Storyline concerns the adventures of a dept store salesgirl who by a chance meeting becomes the globe-trotting companion of a wealthy scatter-brained matron, played by Marion Lorne (the "Mrs. Gurney" of Mr. Peepers). The films will be produced by Frank Ross and directed by William Asher.....Pabst Brewing Co thru Leo Burnett Co., Inc(Chi) will sponsor The George Sanders Mystery Writers Theatre as a summer series for 13 weeks over NBC, Saturdays, 9-9:30pm EDT, starting June 29. The time spot is currently occupied for the full hour, 9-10pm, by Caesar's Hour which will have its last program on May 25 and then be succeeded by special shows during the next few weeks. The Pabst buy was made thru Burnett before the sponsor decided to shift the ad account to Norman, Craig & Kummel, Inc(NY), having given 90 days notice of termination to Burnett last week, which makes the shift official as of the first week in August. The Sanders film series has been produced by Screen Gems, Inc.

Court of Last Resort, filmed stories of men who were wrongfully convicted and gained freedom thru work by the "court" will be sponsored by P. Lorillard Co (Old Gold Cigarettes) over NBC, Fridays, 8-8:30pm NYT, starting Oct 4. The series will be produced by Jules C. Goldstone in association with Paisano Productions (Gail Patrick Jackson). The Court of Last Resort was founded by Erle Stanley Gardner and Argosy Magazine publisher Harry Steeger to investigate cases of people who may have been wrongfully convicted of crimes and had apparently exhausted all other means of proving their cases. In some cases the court has proved the innocence of prisoners, in others it confirmed the original conviction. Each program in the new film series will be based on a case investigated by the court, with actors in the roles but using the real names of the seven members of the court's board. Royalties from the series will be used by the court to further its work.

Westinghouse Summer Theatre returns to CBS June 10 as the hiatus replacement for Studio One. Production staff for the live one-hour dramas will be headed by Norman Felton as producer, with Joseph Gantman as associate producer, William Yates continuing his Studio One post as script consultant, with casting thru Marc Merson at CBS. First two productions will be: June 10, "The Mother Bit," an original by Adrian Spies, directed by Felton; June 17, "The Staring Match," original by Jerry McNeely, to be directed by Seymour Robbie.....The Big Record, has moved its CBS debut date up one week, to Sept 18, Wednesdays, 8-9pm NYT, and will be directed by Jerome Shaw, not Byron Paul as originally announced. Lee Cooley will be producer. The series will originate from New York, starring Patti Page.

(MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. ✓ ✓ Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

NBC News, the Monday thru Friday evening programs with Chet Huntley and David Brinkley, will be programmed on the net at 6:45-7pm and 7:15-7:30pm NYT, starting Sept 23, and will be presented by NBC stations during either time period. WRCA-TV(NY) will telecast the program at 6:45pm. Ronson Corp., thru Norman, Craig & Kummel, Inc (NY), will sponsor the program, Mondays and Thursdays for 52 weeks, with an additional 32 programs, including Wednesdays and Fridays, during the first 13 weeks of the fall season.....The Walter Winchell File will be sponsored by Revlon, Inc., thru BBDO, Wednesdays, 9:30-10pm NYT, starting Oct 2. Revlon will also probably cut back its sponsorship of the Guy Mitchell Show over ABC, Saturdays, 10-10:30pm, starting Sept 21, to alternate weeks. The Mitchell program was bought by Revlon thru Emil Mogul Co., Inc(NY).....Four Star Films has apparently made two quick sales of new series for the fall season, one under its own production name, the other thru Dayton Productions, owned and operated by the officers of Four Star. Dayton's series is the new version of the former Four Star Playhouse, with several new alternating leads, and has reportedly been bought by Aluminum Co of America and Goodyear Tire and Rubber Co for its NBC spot, Mondays, 9:30-10pm NYT, starting in early October. Rotating stars for the projected series, previously announced, will be David Niven, Charles Boyer, Jane Powell and Jack Lemmon, with a fifth rotating star to be added. The stars, as was the case with Four Star Playhouse, are partners in Dayton and will be their own producers, okaying scripts and directors for each of their films. The Four Star Films series, not confirmed, will be a modern story of the Texas Rangers, and is reportedly scheduled for CBS, Fridays, 8-8:30pm NYT, a time currently held by General Foods, which sponsored West Point this season in the spot. If confirmed, the schedule would give Four Star and "Westerns" the full hour from 8-9pm NYT, since Dick Powell's Zane Grey Theatre for General Foods has been renewed for its 8:30-9pm spot for next season.

The West lost one back to the East. Arthur Singer, who had been announced as joining Climax! on the coast, as associate producer for alternate producer Edgar Peterson, is staying in his position as one of the script editors of Kraft Television Theatre in New York. But other top TV people are drifting to the West Coast as regular live assignment opportunities decrease in New York. Most directorial reputations made in TV have been developed on live programs. Film directors have come mainly from the motion picture feature field or are actors looking for an opportunity to convert. Ralph Nelson is the latest authority (following his stint in New York directing Cinderella) to comment on the "wide" difference between the spacious facilities available in Hollywood and the cramped quarters in New York. New York defaulted its former top live position almost deliberately. It seems that garages are more profitable in midtown New York than new TV studios capable of handling current production.

RKO Television, division of RKO Teleradio Pictures, Inc., has set up a production-sales arrangement with Rountree Productions, Inc., whereby the creative and production facilities of Rountree Productions will be pooled with the sales and production facilities of RKO Television. RKO immediately becomes exclusive sales rep for Rountree's Leave It To The Girls for a TV comeback for the series, as well as new Rountree properties. Associated in the deal as special production consultant is Tony Faillace, head of Faillace Productions, Inc., currently setting production on Men of Cornwall, based on life at New York Military Academy. The series is being produced in association with Rountree and will also be repped by RKO Television. Martha Rountree's Press Conference on ABC-TV is not included in the pool arrangement.

Fabulous Las Vegas, local live show presented once monthly during the past five months over KNXT(LA) via remotes from the Nevada city, has been withdrawn to permit possible revamping as a half-hour live show for the CBS net. It originated from the Sahara Hotel and Royal Nevada and featured stars from the various shows in Las Vegas spots. High costs for a local show sped the decision.

Wagon Train, NBC's new one-hour filmed series, debuting Sept 11, Wednesdays, 7:30-8:30pm NYT, will co-star Ward Bond as wagonmaster Seth Adams, with Robert Horton as guide Flint McCullough. A name "guest" star will also be featured each week, with Ernest Borgnine in the first of the series, starting production next week, with Herschel Dougherty directing. Dick Lewis is producing the series at Revue Productions, with Boris Ingster as script editor. The weekly stories will dramatize the adventures of pioneers who traveled in covered wagons from the Midwest to California in the early 1950's, with the episodes dealing not only with passengers, but with the settlers passed en route.

Thomas J. Lipton, Inc., thru Young & Rubicam, Inc(NY) has renewed its alternate week sponsorship of Arthur Godfrey's Talent Scouts for one year, starting July 1..... ...The Garry Moore Show will give its 1,813 performance on June 26, which, according to the Moore office, marks the beginning of its eighth year on TV. Ross Reports' records show that the program debuted on Oct 16, 1950, but beyond any dispute is the fact that it's the only show in television history that has run this long without any change in the original cast: Garry Moore, Durward Kirby, Denise Lor and Ken Carson. Frank Simms, as second announcer, joined the cast this past February. Even more remarkable than the record of the four in the on-camera cast is the fact that eight of the crew (including three band members) have also been with the show since it went on the air. These are Herb Sanford, producer; Clarence Schimmel, director; Howard Smith, Carl Kress and Trigger Alpert, in the band; Deke Heyward, who stages musical production; and Bill Demling and Vince Bogert of the writing staff..... Bill Nimmo, commercial announcer whose best known identity has been as "Bill the Bartender" for Pabst Beer commercials on its fight programs, has been signed as the live host for CBS showings of the filmed series, Our Miss Brooks, Mon thru Fri, 2-2:30pm EDT. The addition of Nimmo will permit the use of live commercials for sponsors, as well as their regular filmed messages, permitting greater flexibility for the ads.

In an unusual production arrangement, Lever Brothers of Canada and Normandie Productions, Ltd., will be co-producers of Tugboat Annie, new half-hour series starring Minerva Urecal and Walter Sande, with production scheduled to start in June in Toronto. The series will be distributed outside of Canada by Television Programs of America, Inc., in an arrangement similar to that for Hawkeye and the Last of the Mohicans, produced in Canada by Normandie with the Canadian Broadcasting Corp., and distributed in the U. S. by TPA.....Sam Gallu, producer of Navy Log, ABC net series, will film 13 of next season's dramas in the Mediterranean area, with the cooperation of the Sixth Fleet, during September. The new season's series will also include up to eight stories involving Marine Corps activities, including one dealing with Gov. Joe Foss of South Dakota, Marine pilot winner of the Congressional Medal of Honor.

PEOPLE GOING PLACES: Philip Feldman upped to CBS Television vice president and business manager of talent and contract properties - Hollywood.....Walter I. Gould has joined Television Programs of America as producer in charge of its commercial division. He had been with Guild Films.....Alfred W. Schwalberg joined the executive staff of National Telefilm Associates.

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ROSS REPORTS—TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(May 21)

POOL- CBS, 8:30-9pm EDT, live; ABC, 10-10:30pm EDT, tape; NBC, 11:15-11:45pm EDT, kine; SPECIAL - President Eisenhower's Address on Mutual Aid - CBS pool from WTOP-TV(Wash), to the nets. § Public Service. § Prod- CBS News & Public Affairs. § President Eisenhower's second address to the nation, "Why We Need Mutual Aid to Win the World." Program pre-empts Private Secretary over CBS, It's Polka Time over ABC and part of Tonight over NBC.

OTHER NETWORK CHANGES & ADDITIONS

POOL- President Eisenhower - Cost of Government Address; SPECIAL May 14; Tue; NBC, 9-9:30pm EDT, live; ABC, 10-10:30pm EDT, kine; CBS, 11:15-11:45pm EDT, kine; NBC pool from WRC-TV(Wash), to the nets. § Public Service. § Prod- NBC News and Special Events. § President Eisenhower's first address to the nation, in a two-address series; the first on "Cost of Your Government." Program pre-empted Jane Wyman Show over NBC, It's Polka Time over ABC and local shows over CBS.

CBS- Senatorial Discussion of the President's Proposals; SPECIAL May 19; Sun, 2:30-3:30pm EDT; LIVE from WTOP-TV(Wash), to the net. § Sustaining, public service. § Pkgr- CBS Public Affairs(Wash); Prod- Bill Kobin. § CBS news correspondent Griffing Bancroft is moderator for a discussion among four U. S. Senators concerning "The President's Budgetary and other Legislative Proposals."

The Rebels of Sierra Maestra; SPECIAL May 19; Sun, 6:30-7pm EDT; FILM from WCBS-TV(NY), to the net. § Sponsor- Prudential Insurance Co of America thru Reach, McClinton & Co(NY); Acct Exec- Thomas P. Crolius; Acct Superv- Robert W. Robb; Comm Anncr- Bill Shipley (on film). § Pkgr- CBS News(NY); Prod- Leslie Midgely; Eds- Don Hewitt, Leslie Midgely; Film Eds- John Dullaghan, Ken Dagleish. § Filmed report of life in the camp of Cuban revolutionary leader Fidel Castro in the Sierra Maestra mountain range, reported by CBS Newsman Robert Taber and CBS News cameraman Wendell Hoffman. The program pre-empted You Are There for the sponsor, this date only.

NBC- Three, Two, One - Zero; SPECIAL May 19; Sun, 4-5pm EDT; FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § Repeat of the "Project 20" film program originally seen over NBC on Sept 13, 1954. The repeat showing will have NBC Washington commentator Joseph C. Harsch delivering a five-minute live commentary on political efforts to deal with atomic energy. The program is the second of the Project 20 series to be repeated. (See Call to Freedom, page 29).

Caesar's Hour (Sat, 9-10pm EDT) Last show May 25.

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TALENT SHOWSHEET MAY 17 - MAY 26

Most of the shows on May 17,18,19 were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday May 24. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-Written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY MAY 18

FIVE STAR COMEDY PARTY	ABC 5:30pm	PREMIERE: (O) Herb Moss; Regulars: Paul Winchell & Jerry Mahoney, Olsen and Johnson, Jerry Colonna, Ben Blue, Senor Wences, on a rotating basis. Cast for this date; Paul Winchell and Jerry Mahoney, Bob Bean(cartoonist), Ann Marstin; Dir - Herb Moss.
JACKIE GLEASON SHOW	CBS 8pm	Monica Lewis(S), Johnny Haymer(C).
PERRY COMO SHOW	NBC 8pm	ADD: The Goofers(M-acro).

SUNDAY MAY 19

LAMP UNTO MY FEET	CBS 10am	King Canute in Exurbia; (O) Henry Walsh; with Edward Andrews, Nan McFarlan, Charles White, Bennye Gattys; Dir - James MacAllen.
LOOK UP & LIVE	CBS 10:30am	Orthodox Judaism; (O) Mortimer Frankel; with Rabbi Joseph H. Lookstein, New York; Dir - Marvin Silbersher.
CAMERA THREE	CBS 11:30am	The American Presidency; based on lectures given by Clinton Rossiter.
YOU ARE THERE	CBS 6:30pm	Special Film Report, this date only. The Rebels Of Sierra Maestra; Report made by Wendell Hoffman and Robert Taber(CBS Staff); Interview with Cuban revolutionary leader Fidel Castro in his secret mountain camp.
ED SULLIVAN SHOW	CBS 8pm	DELETE: Herb Score; ADD: Clyde Beatty Circus.
Schlitz Playhouse	CBS 9:30pm	Tower Room 14-A; Re-run of 1/11/56.
Loretta Young Show	NBC 10pm	Royal Partners; Part 1; (O) Richard Morris; with Miss Young, Robert Fortier, Oliver McGowan, Ann Morrison, James Parnell, Jack Regas; Dir - Richard Morris.

MONDAY MAY 20

Wire Service (Mercedes McCambridge)	ABC 7:30pm	The Last Laugh; (O) Andrew Solt & Glen Bohannan; with Miss McCambridge, Robert Hutton, Rudolfo Hoyos, Lisa Montell, Ainslie Pryor; Dir - Tony Leader.
Burns & Allen	CBS 8pm	with regulars & Yvonne Lime, Darlene Albert; (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Robert Merrill(S).
TALENT SCOUTS	CBS 8:30pm	Scotty Harrell(S-M), Marvin Lawwill(S), Anita Bryant (S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	The Collins Kids(S-M), Elmer Plenger(S).
December Bride (Spring Byington)	CBS 9:30pm	Starts re-runs.

TALENT SHOWSHEET(more)

MONDAY MAY 20(Cont'd)

RAY BOLGER'S WASHINGTON SQUARE	NBC 9:30pm	with regulars & Vera Ellen(D), Richard Haydn(C), Jose Greco(D).
STUDIO ONE	CBS 10pm	The Man Who Wasn't Himself; (O) Howard Rodman; from a story idea by Quentin Reynolds; with Eli Wallach, Patricia Smith, David Lewis, Ian Wolfe, Fred Stewart, Arthur Anderson, Rudolf Weiss, Joanna Roos, Christopher Snell, George Ebeling; Dir - Jack Smight.

TUESDAY MAY 21

Cheyenne (Clint Walker)	ABC 7:30pm	Hard Bargain; (O) Jack Natteford & Howard Browne; with regulars & Richard Crenna, Regis Toomey, Dawn Richard, Will Wright, Robert Keys; Dir - Edward Ludwig.
JONATHAN WINTERS	NBC 7:30pm	Jack Haskell(S).
Phil Silvers Show	CBS 8pm	Bilko's Perfect Day; with regulars & Paul Lipson, Bert Thorn, Bob Hastings, Parker Fendley; (SW&SD).
ARTHUR MURRAY PARTY	NBC 8pm	Judy Holliday, Bert Lahr.
Private Secretary (Ann Sothern)	CBS 8:30pm	Her Best Enemy; with regulars & Franklin Pangborn, George E. Stone; (SW&SD).
Panic!	NBC 8:30pm	with Robert Douglas, Red Morgan, Larry Dobkin, Dan Riss, Chuck Roberson, Bill Erwin; (SW&SD).
Broken Arrow	ABC 9pm	Attack on Fort Grant; with regulars & Mae Clark, Charles Horvath; (SW&SD).
Jane Wyman Show	NBC 9pm	Starts Re-runs.
DuPont Theatre	ABC 9:30pm	Pursuit of A Princess; (O) George Loveridge; (A) Laszlo Gorog; with Brian Aherne, Fred Clark, Dick Elliot, Paul Burns, Percy Helton, Oliver Blake, Mary Lawrence, Ida Moore, Edward Schryver; Dir - William A. Seiter.
RED SKELTON SHOW	CBS 9:30pm	Mickey Rooney, Lina Romay(S).
KAISER ALUMINUM HOUR	NBC 9:30pm	The Deadly Silence; (O) Irving Gaynor Nieman; with Lili Darvas, Ben Astar, Harry Guardino, William Shatner, Jane McArthur; Dir - Paul Bogart.
SPIKE JONES SHOW	CBS 10:30pm	Carol Channing(S).

WEDNESDAY MAY 22

Navy Log	ABC 8:30pm	Mission to Murmansk; with William Lundmark, Henry Slate, Norman Leavitt, Ken Becker, Gene Roth; (SW&SD).
Father Knows Best (Robert Young)	NBC 8:30pm	Margaret Disowns Her Family; with regulars & Christine White, James Ogg, Monroe Childs; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm	The Story of Ted McAllister; with Barry Atwater, Marian Seldes, Ray Stricklyn, John Carlyle, Barbara Eden; (SW&SD).
KRAFT THEATRE	NBC 9pm	Men of Prey; (O) Leonard Heideman; with Chester Morris, Georgann Johnson, Bruce Gordon, Mario Alcalde, Jerome Kilty, Frank Marth, Richard Sheppard; Dir - Richard Goode.
Ford Theatre	ABC 9:30pm	Miller's Millions; (O) Jack Harvey; with Thomas Mitchell, Otto Kruger, Richard Webb, Michael Fox, Sheridan Comerate, Charlott Knight; Dir - Danny Dare.
US STEEL HOUR	CBS 10pm	Shadow In The Sky; (O) S.S. Schweitzer; with Richard Kiley, Peter Cookson, Bonita Granville; Dir - David Greene.

THURSDAY MAY 23

CIRCUS TIME	ABC 8pm	Betty Ann Grove(S), Billy Fellows(panto), Gil Shephard And The De Soto Sisters(bells), The Szony's and Tokayers (teeter-board), George Holmes (D).
Bob Cummings Show	CBS 8pm	Bob Ages Margaret; with regulars & Herbert Rudley; (SW&SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Hand of Evil; (O) Jhan & June Robbins; (A) Leo Lieberman; with John Forsythe, Vera Miles, Mary Anderson; Dir - Allen Reisner.
The People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Almira Sessions; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	Winter Dreams; (O) F. Scott Fitzgerald; (A) James P. Cavanagh; with Mildred Dunnock, Darryl Hickman, Phyllis Love, Joe Sweeney, Dana Wynter, John Cassavetes, Lana Wood; Dir - John Frankenheimer.
THE FORD SHOW	NBC 9:30pm	Molly Bee(S).
Telephone Time (John Nesbitt)	ABC 10pm	Again The Stars; (O) Donald S. Sanford; with Robert Ellenstein; Dir - Richard Kinon.
LUX VIDEO THEATRE	NBC 10pm	The Armed Venus; (O) Richard McDonagh & William Stuart; with Esther Williams, Steve Forrest, Peter Graves, John Hudson, Robert Richards, Don Barry, William Keene, Arline Anderson; Dir - James Yarbrough.

FRIDAY MAY 24

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Along Came Tubbs; with regulars & Andy Clyde, Jim Bannon, John Cliff, Harry Strang, Syd Saylor; (SW&SD).
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	Gone to Texas; with regulars & Rodolfo Hoyas, Jr., Virginia Core, Douglas Kennedy; (SW&SD).
Crossroads	ABC 8:30pm	9:30 Action; (O) Donn Mullally; with Richard Arlen, Steve Brodie, Susan Oliver; (SD).
Dick Powell's Zane Grey Theatre	CBS 8:30pm	Starts Re-runs.
Life Of Riley	NBC 8:30pm	with regulars & Ty Perry, Helen Jay; (SW&SD).
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Fighter; with regulars & Morris Miller, Douglas Dumbrille, Jack Lomas; (SW&SD).
Joseph Cotten Show--On Trial!	NBC 9pm	The Gentle Voice of Murder; with Barbara Bel Geddes.
The Vise (Donald Gray)	ABC 9:30pm	The Pink Scarf; with regulars & Patrick Holt, Eleanor Fazan; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	Sister Louise Goes To Town; (O) Louis Paul; (A) Kathleen Hite; with Teresa Wright, Josephine Hutchinson, Augusta Roeland, Mary Webster, Brett Halsey, Shawn Smith, Frank Scannell, Emerson Treacy, George Humbert, Roy Engel, Raymond Guth; Dir - John Brahm.
BIG STORY (Ben Grauer)	NBC 9:30pm	Jack Gill, Reporter: Albuquerque(N.M.) Journal; (A) Douglas Taylor; with William Redfield, Michael Strong, Martin Newman, Lenke Peterson, Joseph Helgerson; (SD).
Date With The Angels	ABC 10pm	High Fever; with regulars & Gage Clark; (SW&SD).
The Lineup (Warner Anderson)	CBS 10pm	The Stanley Devlin Case; with regulars & Eve Miller, Robert Hutton, Lillian Bronson; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 17 - MAY 24

JIMMY DEAN SHOW	CBS 7am	Lu Ann Simms(S), Jimmy Dickens(S), George Hamilton IV.

MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

GARRY MOORE SHOW	CBS 10am	Durward Kirby will emcee this week for Garry Moore. 5/21 - Dick Van Dyke(C); 5/22 - Betty Walker(A); 5/24 - Martha Davis & Spouse(M), Dick Van Dyke(C).
CLUB 60 (Dennis James)	NBC 1:30pm	5/20 - Keefe Brasselle(A); 5/21 - Andy Griffith(S-C); 5/23 - Lou Monti(S); 5/24 - The Hi-Los(S).
NBC MATINEE THEATRE	NBC 3pm	5/20 - Aftermath; (O) Howard Berk; 5/21 - A Guest at the Embassy; (O) Jerome Ross; 5/22 - Second Hand Love; (O) George Lowther; 5/23 - The Avenging of Ann Leete; (O) Marjorie Bowen; (A) Robert Esson; 5/24 - Lonesome Husband; (O) Phyllis Duganne; (A) Warner Law.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Unwanted Diamonds; (O)Bob Corcoran; with Richard Coogan, Gloria Marlowe, Ross Martin, Ann Flood, Robert Allenstein.
TONIGHT!(AMERICA AFTER DARK)-(Jack Lescoulie)	NBC 11:15pm	5/21 - Bob Manning(S).

SATURDAY MAY 25

TRUE STORY (Kathi Norris)	NBC 12N	The Treasure; (O)Earl Hamner; with David Opatoshu, Biff McGuire, Dolores Sutton, Richard Kendrick, Art Barry; Dir - Ira Cirker.
PERRY COMO SHOW	NBC 8pm	Jo Stafford(S), Fats Domino(S).
OZARK JUBILEE	ABC 10pm	Jimmy Wakely is guest emcee; Homer & Jethro(C).
Gunsmoke	CBS 10pm	with regulars & Earle Hodgins, Paul Wexler; (SW&SD).
GEORGE GOBEL SHOW	NBC 10pm	Cliff Norton.

SUNDAY MAY 26

LOOK UP & LIVE	CBS 10:30am	Divine Melody - The Story of Hassidism; (O) Marc Siegel; Dir - Marvin Silbersher.
Circus Boy	NBC 7:30pm	The Swamp Man; with regulars & Race Gentry, John Majulin; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Jayne Mansfield(A), Gene Austin(S), Ricky Lane(ventril), Will Jordon(C), Jack Webb(A), Martha Ann Bentley(D), The Three Cottas(adagio), Bill Kenny(S).
STEVE ALLEN SHOW	NBC 8pm	Anna Maria Alberghetti(S), Marty Robbins, Errol Garner(M), Andy Griffith(A-C).
General Electric Theatre(Ronald Reagan)	CBS 9pm	A New Girl In His Life; (O) Arthur Alsberg; with John Forsythe, Noreen Corcoran, Sammee Tong, D.J. Thompson, Barbara Darrow, Pat Morrow, Joyce Meadows; Dir - Jerry Hopper.
GOODYEAR PLAYHOUSE	NBC 9pm	The Treasure Hunters; (O) Henry James("The Pupil"); (A) Michael Dyne; with Roddy McDowall, Donald Cook, Rex Thompson, Mary Ellis, Anne Kimbell, Pippa Scott; Dir - Herbert Hirschman,
Alfred Hitchcock Presents	CBS 9:30pm	The West Warlock Time Capsule; (O) J.P. Cahn; (A) Marion Cockrell; with Henry Jones, Mildred Dunnock, Sam Buffington, Bobby Clark, James F. Stone, Russ Thorson, Charles Watts, James Philbrook; Dir - Justus Addiss.
Loretta Young Show	NBC 10pm	Royal Partners - Part 2; (O) Richard Morris; with Miss Young, Robert Fortier, Oliver McGowan, Ann Morrison, James Parnell, Jack Regas; Dir - Richard Morris.

ROSS REPORTS—TELEVISION INDEX

MAY 22, 1957

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EDITOR: Jerry Leichter

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MAY 22 1957
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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Last show dates for many of the regular season programs taking summer vacations are now confirmed, and some will have their last shows, period. ABC's Voice of Firestone takes its first TV summer vacation since its 1949 debut after its June 10 show. Circus Time fades on that net after its June 27 performance. Last show dates before vacation for CBS programs are: Studio One, June 3; Odyssey, June 16; Phil Silvers Show, June 18 (new production for fall season starts July 8); The Lineup, July 12; Red Skelton Show, June 25; I Love Lucy (last of series), June 24; Arthur Godfrey Show (last on Wednesday), June 26; Person to Person, June 28; and December Bride, June 24. Last NBC show dates are: The Big Story (last show), June 28; Kaiser Aluminum Hour (last show), June 18; Perry Como Show, June 8; Your Hit Parade, June 8.

Loretta Young Show will have five weeks of re-runs of past shows from June 2 thru June 30 and then vacate its NBC spot for the summer with The Web, a filmed mystery series, replacing it. The Loretta Young Show will return to its Sunday night spot on Oct 6. The Web films are a Goodson-Todman package, with no connection, beyond the title, with their former live network series.....Other re-runs of the Loretta Young Show will provide a summer program for Purex Corp thru Edward H. Weiss & Co., and Speidel Corp thru Norman, Craig & Kummel, Inc., over NBC, Tuesdays, 8-8:30pm EDT, starting July 2.....George Sanders Mystery Theatre will start over NBC a week earlier than originally announced, Saturdays, 9-9:30pm EDT, June 22.....The Helen O'Connell Show will replace the Xavier Cugat Show over NBC, Wednesdays and Fridays, 7:30-7:45pm EDT, starting next Wednesday, May 29.....Although Lassie will go into its fourth season over CBS starting in the fall, the series will have a big change in cast after the new films start on the air. The name of the replacement for Tommy Rettig (he's outgrowing the juvenile aspects of the part) is around, but it's tabbed not for release (with photo) until July 1. There are 40 films set for production for the 1957-58 season in the series.....U. S. Rubber Co thru Fletcher D. Richards, Inc has renewed Navy Log over ABC for next season, with the program moving to Thursdays, 10-10:30pm EDT, starting Oct 17. It is currently seen Wednesdays, 8:30-9pm EDT..... Nestle Co., Inc. thru Bryan Houston, Inc., renewed its alternate week sponsorship of Gale Storm Show - Oh! Susanna over CBS for the fall. Time, Inc., thru Young & Rubicam, Inc., renewed its alternate week sponsorship of Person to Person over CBS for the fall. (Pantomime Quiz, Mike Stokey's perennial, will be the summer replacement for the Ed Murrow interview programs).

Edward A. Byron will produce a pilot film in New York in June (start indefinite) titled, Fire Fighters, based on exploits of the New York City Fire Department and using the facilities of the department for exteriors, with interiors to be filmed at Hi Brown's Production Center. The series will be for CBS Television Film Sales, Inc. The pilot, written by George Bellak, will star Mark Miller as Lieutenant Tom Coyne.

 (MORE)

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Bride and Groom, returning to NBC on July 1, will have remote pickups about once a week "to televise weddings of unusual interest." Producer Roger Gimbel explains, "What we want to do is realize some couples' dreams -- whether it is for an outdoor wedding in a beautiful garden, a wedding in a particular church of their choice, or any other wedding situation close to their hearts." The line of publicity men who can provide wedding situations close to any one's heart is forming at the right .....Pinky Lee returns to TV and NBC on June 8, beefing up The Gumby Show as host on Saturday mornings. The program had been shoved from the schedule and then reprieved, and now Lee starts pumping additional life into it with some new segments. .....One of the reasons given unofficially for the difficulties which led to the termination of Sid Caesar's contract with NBC was that no sponsor had come forward for next season's shows. One view of the situation, from the agency-sponsor side, is that since NBC delayed setting a spot for the show and as no budget was set for next season, the show couldn't be sold. Its high price demanded split sponsorship, but even the segment sponsors were willing to go the price only in prime evening time and NBC had broken up all other available times after it was decided not to bring the program back to its current spot.

Leo Guild had this statement in one of his columns last week in The Hollywood Reporter (before last Sunday's Mike Wallace show): "Mike Wallace needs one good one to maintain his prestige and all at ABC are hoping the Mickey Cohen interview this week will do it. Trouble is Mickey's been on a local (LA) show and talked dry there." Must have been another bucket of water in that old well.

Sally, the new series starring Joan Caulfield, which will be seen over NBC, Sundays, 7:30-8pm EDT, starting Sept 22, will be the first TV film series to be produced on the main Paramount Studio lot. Frank Ross, Miss Caulfield's husband, a vet film producer, will handle the new series, with production slated to start next week. Paramount's connection is strictly thru rental for the facilities, with no other consideration involved.....Other pilots rolling this week and next week in Hollywood, include two for NBC's California National Productions and one by MGM. The NBC series are Westerns: Union Pacific, at the MGM lot, this week, and Boots and Saddles, on location in Utah. MGM's own series will be The Thin Man, starting next week, with Peter Lawford and Phyllis Kirk in the starring roles.

The first TV performance of a work by Clifford Odets, will be an adaptation by F. M. Durkee of "Clash by Night", to be presented over CBS on Playhouse 90 on June 13. John Frankenheimer will direct. Playhouse 90 has also scheduled for next season an adaptation of Irving Stone's, "Clarence Darrow for the Defense." CBS is negotiating with Don M. Mankiewicz to do the adaptation.....Lee Marvin will star in Manhunt, new MCA-Revue film series scheduled for NBC, Fridays, 9-9:30pm NYT, starting in the fall. Sponsors will be American Tobacco (Pall Mall) and Ralston Purina Co, who are dropping The Big Story after this season and taking over the time a half-hour earlier. Campbell Soup Co., key sponsor of The Joseph Cotten Show - On Trial, 9-9:30pm NYT, is switching to the later time vacated by Big Story, with the fall property still to be determined.

TRANSFER AND TRANSITION: William J. Moore joined Benton & Bowles, Inc(NY) as director of television operations.....H. Paul Field named to the new post of commercial services supervisor for WTVJ(Miami).....Joel Chaseman re-joined WAAM(Balt) as assistant to Ken Carter, v.p. and general manager.

§ § §

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(May 31)

ABC- 9-9:30pm EDT; TITLE DEBUT - Key Club Playhouse - FILM from WBKB(Chi), approx 146 stations net and delayed. § Sponsor- Mogen David Wine Corp (Key Wine, Mogen David Wine) thru Edward H. Weiss & Co(Chi); Acct Superv- Marvin Mann; Acct Execs- Nick Wolf(Key), Edwin Kuhn(Mogen David). § Pkgr & Film Prod- Screen Gems, Inc(LA). § Re-runs of films originally seen on the net as part of Ford Theatre. The program replaces Treasure Hunt (last show May 24).

Saturday(June 1)

ABC- 8-9pm EDT; DEBUT - Billy Graham's New York Crusade - LIVE from WABC-TV(NY), 54 stations live. § Sponsor- Billy Graham New York Crusade, Inc., thru Walter F. Bennett & Co(Chi). § Pkgr & Prod- Billy Graham NY Crusade. § Dr. Billy Graham and his evangelistic team preach before Madison Square Garden audiences. Program replaces last hour of Famous Film Festival, now only 7:30-8pm.

CBS- 11:30am-12noon EDT; DEBUT - It's A Hit - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- C.M.C., Inc(NY) with CBS-TV; Exec Prod- H. Pierson Mapes; Prod- Gene Schiess; Dir- Not available. § Happy Felton is "umpire-in-chief" for the baseball quiz program designed for youngsters 7-14 years old. Two teams of children compete, individually and as a team, in answering questions on a variety of subject. The program replaces Tales of the Texas Rangers (last show May 25).

NBC- 9-10pm EDT; SPECIAL - Five Stars for Springtime - LIVE from WRCA-TV(NY), with a cut-in from WNBQ(Chi), 141 stations net, 4 kine. § Sponsor- Bulova Watch Co., Inc., thru McCann-Erickson, Inc(NY); Acct Execs- Russ Johnston, Gerald Light, Bob Brown. § Pkgr- NBC-TV(NY); Prod & Dir- Joe Cates; Assoc Prod- Irvin Drake; Music Dir- Harry Sosnik; Writer- Carroll Carroll. § Bud Collyer is m.c. for the special musical variety show (see Page D for cast credits), with a cut-in from Chicago, featuring Nat "King" Cole. The one time program is in the time formerly occupied by Caesar's Hour (last show May 25).

Sunday(June 2)

NBC- 4-5:30pm EDT; SPECIAL - Palm Beach Golf Championship - LIVE from WRCA-TV(NY-remote), 165 stations live. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit); TV Acct Exec- Edwin Wilhelm(NY). § Pkgr- NBC-TV(NY); Prod- Perry Smith; Dirs- Harry Coyle, Jack Dillon. § Lindsey Nelson, Claude Harmon and John Derr are the commentators for the telecast of the final play in the 16th annual Palm Beach Golf Championship, at Wykagyl Country Club, New Rochelle, N. Y. The telecast will cover the final four holes of play.

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THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) May 27; "Festival of Magic," with Ernie Kovacs as host, starring seven magicians (See page A for cast credits); LIVE (COLOR) from WRCA-TV(NY). This will be the last program of the series for the season.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Arthur Godfrey Show (Wed, 8-9pm EDT) Last show June 26. The program debuted over CBS on Jan 12, 1949.

NBC- The Tex and Jinx Show (Mon thru Fri, 1-1:30pm EDT) New title, effective May 27. Program had been titled Close-Up.

Dragnet (Thu, 8:30-9pm EDT) Re-runs begin May 30, for 13 weeks.

Chevy Show (Approx every 4th Fri and every 4th Sun, 9-10pm NYT) Last show June 2, with Sunday program starring Dinah Shore. Musical variety series has starred either Bob Hope (concluded his season with program of May 5) or Dinah Shore.

Loretta Young Show (Sun, 10-10:30pm EDT) Re-runs begin June 2, thru June 30, then leaves the air, returning for new season on Oct 6.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

KTLA(Ch 5) Los Angeles - Morey Amsterdam Show; DEBUT May 27; Mon, 11:30pm-12:30am; Tue thru Fri, 11pm-12midnight. Participations. Comedian Morey Amsterdam is host and star of the late evening comedy-variety-interview program.

WRCV-TV(Ch 3) Philadelphia - Come Little Children; DEBUT May 26; Sun, 10-10:30am EDT. Sustaining, religious series. Pkgr & Prod- WRCV-TV with the Roman Catholic Archdiocese of Philadelphia; Dir- Del Hostetler; Prog Superv- Rt. Rev. Msgr. Joseph G. Cox (Diocesan Dir of TV and radio). Live program series, featuring nuns telling a group of small children stories on the life and teachings of Christ.

WMAL-TV(Ch 7) Washington - Bowl the Champ; DEBUT May 25; Sat, 6:30-7:30pm EDT. Co-Sponsors- Valley Forge Distributing Co (Scheidt's Valley Forge Beer, Ram's Head Ale) and the Metropolitan Bowling Operators Assn. Pkgr & Prod- WMAL-TV. Program is an in-studio bowling show utilizing the station's own duckpin bowling lanes-studio, featuring average league bowlers competing for cash prizes against a local champion duckpin bowler.

WRC-TV(Ch 4) Washington - The New U. S. S. R. (part of Other Two Billion series); DEBUT May 26; Sun, 12noon-1pm EDT, LIVE & FILM. Sustaining, public service. Pkgr- WRC-TV with George Washington University School of Government; Prod- Stuart Finley. Program will be divided into two segments, with Stuart Finley as narrator. The film portion, from various sources, will portray various aspects of Russian life, with each program also including a discussion panel treating a different subject on each program. Panelists will be professors from George Washington University; Harvard, Michigan and Columbia Universities, and other schools. The special series will include a minimum of ten programs.

TALENT SHOWSHEET MAY 24 - JUNE 2

Most of the shows on May 24,25,26, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday May 31. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings) are: Broken Arrow, December Bride, Dick Powell's Zane Grey Theatre, General Electric Theatre, Gunsmoke, I Love Lucy, Jane Wyman Show, Loretta Young Show.

SATURDAY MAY 25

FIVE STAR COMEDY PARTY	ABC 5:30pm	with Olsen & Johnson, Lola & Lita(jugglers), Bob Bean(cartoonist).
JACKIE GLEASON SHOW	CBS 8pm	Jack E. Leonard(C), Jane Morgan(S), Steve Gibson & The Redcaps, featuring Damita Jo(S-M).
GEORGE GOBEL SHOW	NBC 10pm	ADD: Howard McNear(C).

SUNDAY MAY 26

LAMP UNTO MY FEET	CBS 10am	The Door of Silence; (O) Rose Leiman Schiller; with Leo Penn, Katherine Payne, John White, Olive Deering; Dir - James MacAllen.
CAMERA THREE	CBS 11:30am	The Misanthrope; (O) Moliere; (Translation by Richard Wilbur); with Robert Lansing, Frances Sternhagen, William Hickey, Charlotte Rae; Dir - Clay Yurdin.
ODYSSEY	CBS 5pm	Re-run; Pickett's Charge: 3/31/57.
YOU ARE THERE	CBS 6:30pm	The Overthrow of the Tweed Ring; (O) Don Clark; with Herbert Rudley, Paul Birch, Paul Maxey, Edgar Barrier, Eddy Marr, Nesdon Booth, George Eldredge; Dir - William Russell.
MARGE & GOWER CHAMPION SHOW	CBS 7:30pm	Broderick Crawford.
STEVE ALLEN SHOW	NBC 8pm	ADD: Martha Raye(C).

MONDAY MAY 27

Wire Service (Dane Clark)	ABC 7:30pm	Confirm or Deny; (O) John Michael Hayes & E. Jack Neuman;(A) E. Jack Neuman; with Mr. Clark, Murray Hamilton, Andrew Duggan, Barbara Bestar, Angie Dickinson; Dir - Harold Schuster.
Adventures of Robin Hood(Richard Greene)	CBS 7:30pm	The Infidel; with regulars & Francis Matthews, Noel Coleman, Nigel Davenport, Alex Scott; (SW&SD).
Burns & Allen	CBS 8pm	with regulars & Robert Easton, Frank Wilcox, Ralph Dumke; (SW&SD).
PRODUCERS' SHOWCASE	NBC 8pm	Festival of Magic; Ernie Kovacs is host; with Milbourne Christopher, Sorcar, Harbin, Li King Si, Cardini, Rene Septembre, June Merlin; Dir - Charles Dubin; Music Dir - George Bassman; Sets - Otis Riggs; Costumes - Robert Fletcher.
VOICE OF FIRESTONE	ABC 8:30pm	Dorothy Warenskjold(S), Brian Sullivan(S).
TALENT SCOUTS	CBS 8:30pm	The Mobiles(S-D), The Style Masters(S), Joan Hagar(S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	"Airmen of Note," The U.S. Air Force Band of Washington, D.C.

MONDAY MAY 27(Cont'd)

ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Sturdevant's Daughter; (O) Kevin McKay; with Joan Wetmore, Nancy Malone, Terry O'Sullivan, Mark Miller, Carlton Colyer, Susan Steell, Jimmy Sommer, Barbara Townsend; Dir - Perry Lafferty.
STUDIO ONE	CBS 10pm	The Weston Strain; (O) Roger Hirson; with Dick York, Aline MacMahon, John Drainie, Conrad Nagel, Judson Laire, Clint Kimbrough, Ruth McDevitt, Larry Fletcher, Maxine Stuart, Truman Smith, G. Wood, Ann Pearson, Helen Auerbach, Carolyn Brenner; Dir - Tom Donovan.

TUESDAY MAY 28

Conflict	ABC 7:30pm	Execution Night; (O) Fredric Brady; with Virginia Mayo, Edmund Lowe, Efrem Zimbalist, Jr., Floyd Simmons; Dir - Douglas Heyes.
JONATHAN WINTERS	NBC 7:30pm	Helen O'Connell(S)
Phil Silvers Show	CBS 8pm	The Colonel Breaks Par; with regulars & Sam Snead; (SW&SD).
ARTHUR MURRAY PARTY	NBC 8pm	Jill Corey(S), Sal Mineo(A).
Wyatt Earp (Hugh O'Brian)	ABC 8:30pm	They Think They're Immortal; with regulars & William Phipps; (SW&SD).
Panic!	NBC 8:30pm	with Richard Erdman, Fay Roope, Jean Ruth, Peggy Maley, Jody Warner, Anna Marie Nanasi, Ken Mayer; (SW&SD).
DuPont Theatre	ABC 9:30pm	Frightened Witness; (O) Mildred Cram; (A) Malvin Wald & Jack Jacobs; with Dan Duryea, Barbara Billingsley, Harold Stone, Edward Jerome, Christian Pasques, Wendy Winkleman, Herbert Rudley, Philip Van Zandt; Dir - Tony Leader.
RED SKELTON SHOW	CBS 9:30pm	Pat O'Brien(A), Amanda Blake(A).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	Three Cents Worth of Fear; (O) Harold Gast; with Frank Albertson, Hugh Reilly, Lois Wheeler, James Broderick, Ann Flood; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	Estonian Folk Dancers of Crystal Lake, Ill.
SPIKE JONES SHOW	CBS 10:30pm	Allan Jones(S).

WEDNESDAY MAY 29

HELEN O'CONNELL SHOW	NBC 7:30pm	PREMIERE: with Miss O'Connell, Marion Evans & instrumental group; Prod & Dir - Greg Garrison.
Navy Log	ABC 8:30pm	The Lady and The Atom; with Maggie Mahoney, Ron Hagerthy, Walter Coy, Jean Inness; (SW&SD).
Father Knows Best (Robert Young)	NBC 8:30pm	Grandpa Retires; with regulars & Ernest Truex, Sylvia Field; Herbert Anderson, Ken Christy; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm	The Story of Dan Larsen; with Christine White, Helen Spring, Jerome Courtland, Douglas Dick, Walter Woolf King, Francis de Sales, Ed Reimers; (SW&SD).
KRAFT THEATRE	NBC 9pm	All Those Beautiful Girls; (O) Richard De Roy; with Robert Webber, Betsy Palmer, Cavada Humphrey, Joe Eula, Brett Somers, Jeanne Shelley, Lauren Gilbert; Dir - William Graham.
Ford Theatre	ABC 9:30pm	Torn; (O) Karen De Wolf; with Laraine Day, Phil Carey, John Baragrey, Nan Leslie, Irving Mitchell; Dir - Arthur Hiller.
20th Century-Fox Hour	CBS 10pm	Threat To A Happy Ending; (O) William Fay; (A) Kitty Buhler; with William Bendix, Gene Barry, Lori Nelson, Horace McMahon, Dirk London, Mabel Albertson, Kay Faylen, Carol Nugent, Janet Parker, Susan Seaforth, Rudy Lee, Jean Bryon, Than Wyenn, Alfred Linder, Norm Alden; Dir - William Russell.

THURSDAY MAY 30

Sgt. Preston of Yukon (Richard Simmons)	CBS 7:30pm	with regulars & Linda Brent, Robert Carson, John Pickard; (SW&SD).
CIRCUS TIME	ABC 8pm	The Four Mints(S), Yonelly(C-M), The Three Ghezzis (acro), Tun-Tun(C-D), Betty Ann Grove(S), Dr. Neff (levitation).
Bob Cummings Show	CBS 8pm	Bob Gets Out-Uncled; with regulars & Anthony C. Montenaro, Merry Anders, Elroy "Crazylegs" Hirsch; (SW &SD).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Disappearance of Amanda Hale; (O) Dale & Katherine Eunson; with Miriam Hopkins, Lloyd Bridges, Carolyn Jones, Alexander Scourby; Dir - Buzz Kulik.
Danny Thomas Show	ABC 9pm	The School Teacher; with regulars & Monica Lewis; (SW&SD).
The People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Douglas Evans, Nacho Galindo; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	Circle of the Day; (O) Helen Howe; (A) Edna Anhalt; with Nancy Kelly, Michael Rennie, Gladys Cooper, Zsa Zsa Gabor, Pamela Mason, Portland Mason, Mary Wickes; Dir - Arthur Hiller.
THE FORD SHOW	NBC 9:30pm	Walter Brennan(A).
Telephone Time (John Nesbitt)	ABC 10pm	The Jumping Parson; (O) Jerry D. Lewis; with Billy Halop; Dir - Earle Kenton.
LUX VIDEO THEATRE	NBC 10pm	Paris Calling; (O) John S. Toldy; (A) Sanford Barnett; with Joanne Dru, Grant Williams; Dir - Norman Morgan.

FRIDAY MAY 31

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Swanson's Choice; with regulars & William Forrest, Norman Fredric, Frank de Kova, Joseph Vitale, Anthony George; (SW&SD).
Crossroads	ABC 8:30pm	Coney Island Wedding; (O) George Bruce; with Dick Foran, Kathleen Crowley, Robert Paige, Leonid Kinskey; (SD).
Life of Riley (William Bendix)	NBC 8:30pm	with regulars & Isabel Withers, Lyle Latell, Charles Brasswell; (SW&SD).
Key Club Playhouse	ABC 9pm	PREMIERE: Re-runs of Ford Theatre.
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Rumor; with regulars & Bill Swan; (SW&SD).
Joseph Cotten Show--On Trial!	NBC 9pm	The Secret of Polanto; with Mr. Cotten, Lita Milan; (SW&SD).
The Vise (Donald Gray)	ABC 9:30pm	Bishops Sometimes Bite; with regulars & Campbell Cutts; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	The Sword; (O) Fenton W. Earnshaw; with Jacques Sernas, Fredd Wayne, John Doucette, Henry Daniell, Paul Frees, Mike Lane, Ernest Sarracino; Dir - Richard Irving.
BIG STORY (Ben Grauer)	NBC 9:30pm	Jim Vachule, Reporter: Fort Worth(Texas)Star-Telegram; (A)Jerry Coopersmith; with Tom Holland, John Kellogg, Logan Field, John Connell, Douglas Rutherford, Tom Gorman, Paul Sparer, Marian Russell; (SD).
The Lineup (Warner Anderson)	CBS 10pm	The Unwelcome Case; with regulars & Bob Wilke, Jean Willes, Strother Martin; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MAY 24 - MAY 31

GARRY MOORE SHOW	CBS 10am	5/27 - A. Robins(panto); 5/31 - "Senator" Clarke Crandall(magic)
CLUB 60 (Dennis James)	NBC 1:30pm	5/28 - Kaye Ballard(C); 5/29 - Jack Webb(A); 5/30- Mary Chase & Puppets; 5/31 - Jimmy Byrnes & Patti (C-D).
TENNESSEE ERNIE FORD SHOW	NBC 2:30pm	5/27 - Robert Clary(S); 5/29 - Marty Denny Group(M); 5/30 - Ginny Simms(S), Harry Babbitt; 5/31 - Dennis Day(S).
NBC MATINEE THEATRE	NBC 3pm	5/27 - Puzzle in the Stars; (O) David Eynon; (A) Harold Gast; 5/28 - Gewndolen Harleth's Story; (O) George Eliot("Daniel Deronda"); (A) Elizabeth Hart; 5/29 - Three Girls Named Almayna; (O) Matt Taylor; (A) George Lowther; 5/30 - The Dream That Was Fixed; (O) Julian Fink, Arthur Geller; 5/31 - A Growing Wonder; (O) Hildegarde Dolson; (A) Gail Ingram.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	About Ellen Willis; (O) Harry Junkin; with Erin O'Brien Moore, Ralph Dunn, Frank Marth, Elaine Aiken.
TONIGHT!(AMERICAN AFTER DARK) (Jack Lescoulie)	NBC 11:15pm	5/27 - Larry Douglas(S); 5/30 - Nat "King" Cole(S); 5/31 - Terri Stevens(S).

SATURDAY JUNE 1

TRUE STORY (Kathi Norris)	NBC 12N	Cat And Mouse; (O) Walter Black & William Mendrek; with William Redfield, David White, Jean Gillespie; Dir - Sterling Reynolds.
PERRY COMO SHOW	NBC 8pm	Jack Carter(C), Vaughn Monroe(S-M), Patrice Munsel(S), The Goofers(acro).
FIVE STARS FOR SPRINGTIME	NBC 9pm	(O) Carroll Carroll; with Patti Page(S), Nat "King" Cole(S), Andy Williams(S), June Valli(S), Ricky Nelson(A), Bud Collyer, Gordon MacRae(S), Lou Wills (D), The Honey Dreamers(S); Dir - Joe Cates; Mus Dir - Harry Sosnik.
OZARK JUBILEE	ABC 10pm	Tex Ritter, emcee; Pee Wee King(M), Little Eller Long(C).
GEORGE GOBEL SHOW	NBC 10pm	Jack Carson(A-C).

SUNDAY JUNE 2

LAMP UNTO MY FEET	CBS 10am	Will originate from Phila., during the 50th anniversary of the American Baptist Convention; (O) Clair Roskam; with Bramwell Fletcher, Robert Culp, James Reese, Jackie Britton; Dir - Lamar Caselli.
ODYSSEY	CBS 5pm	Samurai; (O) David Ebin; Dir's - Roger Englander, John Desmond.
ED SULLIVAN SHOW	CBS 8pm	Janet Blair(A-S), Tony Martin(S), Sarah Vaughn(S), Bob Lewis(C), Piet Von Brecht(C), The Maxwells(C).
STEVE ALLEN SHOW	NBC 8pm	Xavier Cugat(M), Abbe Lane(S), Jerry Lewis(C), The Four Diamonds, Pat Carroll(C), Erin O'Brien(S).
CHEVY SHOW	NBC 9pm	(O) Milt Rosen, Jack Brooks; with Pat Boone(S), Shirley MacLaine(D), Gisele MacKenzie(S), Goerge Gobel(C), Jeff Donnell(A-C), Nelson Riddle & Orch.; Dir - Alan Handley; Choreog - Rod Alexander.
Alfred Hitchcock Presents	CBS 9:30pm	Father And Son; (O) Thomas Burke; (A) James P. Cavanagh; with Edmund Gwenn, Charles Davis, Frederic Worlock, Pamela Light, George Pelling, John Trayne, Dan Sheridan; Dir - Herschel Daugherty.

ROSS REPORTS—TELEVISION INDEX

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Frank Parker will return to TV as one of the co-hosts of NBC's Bride and Groom on July 1, handling singing chores as well as the host role. His partner on the program is yet to be named.....Henry Jaffe and his new production firm, Henry Jaffe Associates, have added film production to his contemplated schedule for next season. Thru a production agreement with Screen Gems, Jaffe will produce the previously-announced Shirley Temple series of hour-long fairy tales (Miss Temple has said that she will do nothing that will separate her from her family life, which she said will restrict her to a hostess' role for any series), also a comedy suspense series supervised by Howard Lindsay and Russel Crouse, a new children's program and a series of dramas based on the application of the ethical principles of the Ten Commandments. The Jaffe live programs for next season include the Chevrolet-sponsored Dinah Shore series over NBC on Sundays beginning Oct 20, a one-shot musical version of "Robinson Crusoe," and a possible program series being developed with the American Theatre Wing. .....CBS now has its Saturday evening summer schedule squared away, with a new alignment set for June 29. In place of the departing Jackie Gleason Show, CBS will have the re-run films of The Jimmy Durante Show, all previously seen over NBC when his network show presented both live and filmed programs. P. Lorillard Co for Old Gold Cigarettes thru Lennen & Newell, Inc., will sponsor the programs for 13 weeks, 8-8:30pm EDT. The 8:30-9pm spot will be filled by Two For the Money, moving up from its current 10:30-11pm spot. The Jimmy Dean Show, an evening half-hour similar to the Monday thru Friday early morning program, will move into the late Saturday vacancy with the same cast seen during the weekday mornings. The program will continue to originate from WTOP-TV(Wash).

Art Carney will play the Hon. Robert Briscoe on Playhouse 90's "The Fabulous Irishman" on June 27. The play had been previously scheduled for June 20. The Elick Moll script will carry the story of the present Lord Mayor of Dublin from the age of 24, during the Irish revolution, to the present.....The Andy Williams-June Valli Show with Alvy West and his orchestra, will replace the Jonathan Winters Show, Tuesdays, 7:30-7:45pm EDT, over NBC starting July 2, and will also replace the Dinah Shore Show, Thursdays, 7:30-7:45pm EDT, starting July 25. Barry Shear will be producer and director of the summer musical series, with Earl Hamner writing the continuity.....NBC's heralded T-H-T "magazine" programs will begin breaking up, with the advent of new NBC programming plans. The Home show officially departs some time in August, with a daily half-hour of its time assigned to a new Arlene Francis Show, announced as a variety show with guest stars from all areas of show business. The Tonight show may not last that long as the format and personnel get an overhaul starting June 24. Jack Lescoulie is leaving his post as program host to return to Today starting that date, first to replace Dave Garroway during the latter's seven-week vacation, and then remaining as a regular member of the morning show cast, his assignment before taking over the Tonight spot.

(MORE)

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Advertising Age, in its May 27 issue, revealed during a discussion of advertising plans for the Ford Motor Co's new Edsel division, that initial promotion planning does not call for an hour-long weekly show, but that the company has signed Milberg Productions (producers of the Hallmark Hall of Fame programs over NBC) for a part in its TV future. This could indicate a 1957-58 schedule of four to six special programs, similar in treatment to the Hallmark series, to splash-introduce the new car. .....General Motors Corp, thru MacManus, John & Adams, Inc., will sponsor Wide Wide World during the 1957-58 season, starting Sept 15, with 20 of the hour-and-a-half programs to be seen every other week during the season. The last program on this year's schedule, sponsored thru various General Motors divisions and their agencies, will be June 9. Next season's series will feature some appearances by Charles Van Doren in connection with programs delving into American history, originating from historic locations.....Omnibus will alternate with Wide Wide World, Sundays, 4-5:30 pm NYT, starting Oct 20, with Union Carbide Corp thru J. M. Mathes, Inc., as one of the program's sponsors. The program will be produced by Robert Saudek Associates (477 Madison Ave., New York 22. PL 1-2900), with many of the same people who produced the program for five years under the aegis of the TV-Radio Workshop of the Ford Foundation. Alistair Cooke will continue as the program's m.c., Walter Kerr is drama consultant, Henry May is art director and Mary Ahern is feature editor. George M. Benson will be on charge of business affairs and Richard H. Thomas is production manager.

NBC has established a new creative programming unit for public affairs programs with Henry Salomon as head, supervising all producing units of public interest programs. The News Department has been separated from the Public Affairs Dept and will operate as an independent unit under William R. McAndrew, director of news. The Sports Dept, with Thomas S. Gallery as director, has also been separated from Public Affairs. The new Salomon unit reports to Manie Sacks, while the News, Public Affairs and Sports Depts will report to Robert Kintner. The changes become effective June 3.

Cowboy Theater (three half-hour Western films starring Tom Keene) will replace The 77th Bengal Lancers over NBC, Sundays, 7-7:30pm EDT, starting June 9 and then becomes an hour program with re-runs of Western features starring Charles Starrett on June 30, 6:30-7:30pm EDT, when it also replaces The Roy Rogers Show. The Starrett features were seen under the program title earlier this season during the noon hour on Saturdays over the net.....Zorro, the new Walt Disney half-hour adventure series for ABC, will start on the net on Oct 10, Thursdays, 8-8:30pm NYT, alternately sponsored by AC Spark Plug Division, GMC, thru D. P. Brother & Co., and The Seven-Up Co thru J. Walter Thompson Co.....Circus Boy, currently on NBC, will be an ABC net program next season, Thursdays, 7:30-8pm EDT, starting Sept 5, sponsored by Mars, Inc thru Leo Burnett Co., Inc.....Fred Waring and the Pennsylvanians will be the six-week summer replacement for The Garry Moore Show starting July 22. The program will originate from Waring's Shawnee Inn & Country Club near Shawnee-On-Delaware, Pa..... ..The Guy Mitchell Show, starting over ABC Sept 21, Saturdays, 10-10:30pm NYT, will have the following staff: packager, Edward Joy Productions; exec producer, Eddie Joy; producer, Phil Cohan; director, Kevin Joe Jonson; musical director, Earl Sheldon; choreographer, Ted Cappy.....Additional production staffers for The Big Record, CBS, Wednesdays, 8-9pm EDT, starting Sept 18, include Ervin Drake as associate producer and James Starbuck, choreographer.....John Crosby will be the host for CBS' The Seven Lively Arts, new hour-long Sunday program to start in the fall. John Houseman is exec producer.....You Are the Jury will replace the Bob Crosby Show over CBS, Monday thru Friday, 3:30-4pm EDT, starting Sept 2. Jim McKay will act as a television reporter for the program which will feature unrehearsed courtroom dramas. The program's judge and counsel will be experienced trial lawyers, the litigants and witnesses will be professional actors, but members of the jury will be chosen from the studio audience. Stanley Niss will be producer, with Byron Paul as director..... Mickey Rooney has signed an exclusive five-year contract with CBS for TV appearances.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (June 8)

NBC- 10-10:30pm EDT; SPECIAL - The Marriage - FILM (COLOR) from WRCA-TV(NY) & KRCA-TV(LA), 125 stations net. § Co-Sponsors- Oldsmobile Div, GMC, thru D. P. Brother & Co(Detroit); Radio Corp of America and Whirlpool-Seeger Corp., both thru Kenyon & Eckhardt, Inc(NY). § Pkgr- Ashley-Steiner, Inc with NBC; Prod- Hume Cronyn; Writer- Ernest Kinoy. § Hume Cronyn and Jessica Tandy co-star in a pilot film version of their 1954 live TV series (seen over NBC), in turn a TV version of their NBC radio series. The filmed pilot was completed in January, 1956. The program follows a one-hour Saturday Color Carnival (see below) with the same sponsors. It replaces the George Gobel Show this day only.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Every 4th Sun, 5-6pm NYT) June 9, 5-6:30pm EDT; "Automation: Weal or Woe," a study of the problems connected with the technological developments, featuring 30 industrial firms and allied organizations; FILM from WCBS-TV(NY).

NBC- Saturday Color Carnival (Every 4th Sat, 9-10:30pm NYT) June 8, 9-10pm EDT (see The Marriage above); The Jerry Lewis Show, with singer Eydie Gorme, others; Pkgr- York Productions(LA); Prod- Ernest Glucksman; Dir- Jack Shea; Music Dir- Nelson Riddle; Choreog- Nick Castle; Writers- Harry Crane, Arthur Phillips; LIVE (COLOR) from KRCA-TV(LA), 125 stations live and quick kine.

OTHER NETWORK CHANGES & ADDITIONS

CBS- My Friend Flicka; new day and time effective June 5; Wednesdays, 7:30-8pm EDT. Program had been seen Sundays, 6-6:30pm EDT; last show in that spot, May 26. In its new time it replaces Giant Step (last show May 29).

NBC- The Helen O'Connell Show; DEBUT May 29; Wed & Fri, 7:30-7:45pm EDT; LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC-TV(NY); Exec Prod- Dick Gaby; Prod & Dir- Greg Garrison; Music Dir- Marion Evans; Writers- Earl Hamner, Robert Cenedella. § Singer Helen O'Connell is star of the new musical series. The program replace The Xavier Cugat Show (last show May 24).

The Gumby Show (Sat, 10:30-11am EDT) Pinky Lee added to cast as the new star of the show, effective June 8, replacing Bobby Nicholson in the live portion.

Your Hit Parade (Sat, 10:30-11pm NYT) Last show June 8; returns from summer vacation on Sept 7.

Wide Wide World (Alt Sun, 4-5:30pm NYT) Last show June 9; returns from summer vacation on Sept 15.

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TALENT SHOWSHEET MAY 31 - JUNE 9

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Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings) are: Broken Arrow, Bob Cummings Show, December Bride, General Electric Theatre, Gunsmoke, I Love Lucy, Dick Powell's Zane Grey Theatre, Jane Wyman Show, Loretta Young Show.

SATURDAY JUNE 1

FIVE STAR COMEDY PARTY	ABC 5:30pm	with Paul Winchell & Jerry Mahoney, Laddie Lamont (balancing), Bob Bean(cartoonist).
JACKIE GLEASON SHOW	CBS 8pm	Sammy Kaye & Orch., Dick Haymes(S), Rose Marie(S).

SUNDAY JUNE 2

LOOK UP & LIVE	CBS 10:30am	The Seeking Years; (O) Howard Rodman; with Donald Symington as host-narrator-performer; Dir - James MacAllen.
CAMERA THREE	CBS 11:30am	Pablo Ruiz Picasso--The Scope and Variety of His Art; (O) Glenn Wolfe; Moderator - James MacAndrew.
FRONTIERS OF FAITH	NBC 1:30pm	(O) Johann Mitchell; with Pearl Lang & Dance group; Narrator - Douglas Watson.
YOU ARE THERE	CBS 6:30pm	The Attempt to Assassinate Theodore Roosevelt; (O) Milton Geiger; with Roland Winters, Paul Richards, Harry Lauter, Hugh Sanders, Russell Gaige; Dir - William Russell.
Jack Benny Show	CBS 7:30pm	with regulars & Mary Livingstone, Lois Corbet; (SW& SD).
ED SULLIVAN SHOW	CBS 8pm	ADD: Cyd Charisse(D), Lily Pons(S).
THE CHEVY SHOW	NBC 9pm	ADD: Irving Koszewski, Lyle Fox, Tony Urbane.

MONDAY JUNE 3

Wire Service (George Brent)	ABC 7:30pm	Four Minutes to Shot; (O) Frank & Doris Hursley; with Mr. Brent, Bartlett Robinson, John Sorrentino, Edward Binn, Victor Millan, Virginia Core; Dir - Tom Gries.
Adventures of Robin Hood(Richard Greene)	CBS 7:30pm	The Frightened Tailor; with regulars & Hugh Burden, Ronald Hines, Graham Stewart; (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Rise Stevens(S).
TALENT SCOUTS	CBS 8:30pm	Jeannie Pace(S), Tommy Mercer(S), Jan Shelly(S).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	One Smart Apple; (O) J. Harvey Howells; with George Chandler, Mary Grace Canfield, Lawrence Weber, Diana Douglas, Gene Blakely, Woodrow Parfrey, Patricia Shay, Kelli Blaine, Ralph Bell, Ruth Altman;Dir - Frank Telford.
STUDIO ONE	CBS 10pm	The Furlough; (O) Richard Fielder; with James Daly, Mildred Dunnock, Kathleen Maguire, William Smithers, George Mitchell, Charles White, Henderson Forsythe, Ivan Dixon, Gerald Carrigan; Dir - Jack Smight. LAST SHOW OF SEASON. (STUDIO ONE SUMMER THEATER debuts next Monday, same station & time.)

TALENT SHOWSHEET(more).

	TUESDAY JUNE 4	
Cheyenne (Clint Walker)	ABC 7:30pm	The Broken Pledge; (O) Louis Stevens; with John Dehner, Norman Frederic, Paul Birch, Whit Bissell; (SD).
JONATHAN WINTERS SHOW	NBC 7:30pm	Eddie Safranski & Orch.
Phil Silvers Show	CBS 8pm	Show Segments; with regulars & Ed Sullivan, Sammy Smith; (SW&SD).
Life & Legend of Wyatt Earp(Hugh O'Brian)	ABC 8:30pm	The Time for All Good Men; with regulars & Mike Ragan, Kem Dibbs; (SW&SD).
RAY BOLGER'S WASHINGTON SQUARE	NBC 8pm	with regulars & Sophie Tucker(S), Vivian Blaine(S), George Jessel(C).
Private Secretary (Ann Sothern)	CBS 8:30pm	The Big Shot; with regulars & Melissa Converse, Barbara Huffman, Gordon Jones, Joe Flynn; (SW&SD).
DuPont Theatre	ABC 9:30pm	The Major of St. Lo; Re-run of 6/5/56. LAST SHOW
RED SKELTON SHOW	CBS 9:30pm	Rex Allen, Allen Jenkins.
KAISER ALUMINUM HOUR	NBC 9:30pm	Article #94: Homicide; (O) Phil Reisman Jr., with Jacqueline Scott, Sally Kemp, Janice Morris, Ces Linder, John Napier; Dir - Paul Bogart.
IT'S POLKA TIME	ABC 10pm	The Judea Israeli Folk Dancers.
SPIKE JONES SHOW	CBS 10:30pm	The Modernaires(S).
	WEDNESDAY JUNE 5	
Navy Log	ABC 8:30pm	The Fighting Fig; with Robert Arthur, James Flavin, Kurt Katch, Steve Darrell, Horst Ehrhardt; (SW&SD).
Father Knows Best (Robert Young)	NBC 8:30pm	Shoot For The Moon; with regulars & Robert Foulk, Royal Dano; (SW&SD).
Millionaire (Marvin Miller)	CBS 9pm	The Story of Diane Loring; with Tracy Roberts, Donna Martell, Anthony George, Billy Snyder, Jason Johnson; (SW&SD).
KRAFT THEATRE	NBC 9pm	The Roaring 20th; (O) Calvin Tomkins; with Wally Cox, Roland Winters, Robert Emhardt, Patricia Smith, Dennis Patrick, Minnie Jo Curtis; Dir - Peter Turgeon.
Ford Theatre	ABC 9:30pm	The Lie; (O) Gerry Day & Frederic Brady; with Cesar Romero, Betty Field, Gigi Perreau, Louis Lettieri, Pamela Beaird; Dir - Danny Dare.
US STEEL HOUR	CBS 10pm	The Little Bullfighter; (O) Juarez Roberts; with Nehemiah Persoff, Michael Oscard, Rip Torn, Olga Bellin; Dir - Vincent Donehue.
	THURSDAY JUNE 6	
Sgt. Preston of the Yukon(Richard Simmons)	CBS 7:30pm	with regulars & Alena Murray, Wade Cagle, Steve Mitchell, Keith Richards; (SW&SD).
CIRCUS TIME	ABC 8pm	Betty Ann Grove(S), Ramon(juggler), Jodie Sands(S), Chapo & Barette(novelty), The Three Carsonys(acro).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	Mr. Runyon of Broadway; (O) Leonard Spigelgass; with Ralph Bellamy, Joi Lansing, Jay C. Flippin, Jack Lord, Jesse White, Leo Fuchs; Dir - Allen Reisner.
The People's Choice (Jackie Cooper)	NBC 9pm	with regulars & Elaine Edwards, Alex Campbell; (SW&SD).

THURSDAY JUNE 6(Cont'd)

Playhouse 90	CBS 9:30pm	Without Incident; (O) Charles Marquis Warren; (A) David Victor & Herbert Little, Jr.; with Errol Flynn, Ann Sheridan, John Ireland, Julie London; Dir - Charles Marquis Warren.
THE FORD SHOW	NBC 9:30pm	Preston Foster(A).
Telephone Time (John Nesbitt)	ABC 10pm	Plot to Save a Boy; (O) Donald Sanford; with Thelma Ritter, Barton MacLane, Peter Votrian; Dir - Lewis Allan.
LUX VIDEO THEATRE	NBC 10pm	Payment in Kind; (O) John McGreevey; with Ruth Hussey, Bethel Leslie, Craig Stevens, Robert H. Barrat; Dir - David McDearmon.

FRIDAY JUNE 7

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	Gentle Kingdom; (SW) Roy Erwin & Jerry Thomas; with regulars & Tommy Ivo; (SD) Fred Jackman.
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	Osceola; with regulars & Abel Fernandez, Jori Wyler, Luis Cabello; (SW&SD).
Crossroads	ABC 8:30pm	The Miracle of Faith; (O) Don Mullally; with Conrad Nagel, Kathryn Givney, Robert Hutton, Judith Ames; Dir - Ralph Murphy.
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Lost Two Hours; with regulars & Frances Robinson; (SW&SD).
Joseph Cotten Show--On Trial!	NBC 9pm	The Deadly Chain; with Dan O'Herlihy; (SW&SD).
The Vise (Donald Gray)	ABC 9:30pm	Short, Dark And Handsome; with regulars & Ian Whittaker; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	Old Spanish Custom; (O) DeWitt Bodeen; with Dolores del Rio, Cesar Romero, Murray Hamilton, Leon Askin, Celia Lovsky, Belle Mitchell, Luis Gomes, Salvador Baguez; Dir - John Brahm.
BIG STORY (Ben Grauer)	NBC 9:30pm	Malcolm Glover; Reporter: San Francisco(Cal.) Examiner; (A) Irve Tunick; with Ray Boyle, Steven McQueen, Dolores Sutton, Edward Bryce, William Mason; (SD).
The Lineup (Warner Anderson)	CBS 10pm	The Ambitious Peddler Case; with regulars & Mary Newton, William Forrest, Ruta Lee, Jewell Lain, Eleanor Audley; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS JUNE 3 - JUNE 7

JIMMY DEAN SHOW	CBS 7am	Jimmie Davis(S), will be a guest during this week.
GARRY MOORE SHOW	CBS 10am	6/5 - The Amazing Mr. Ballantine(C); 6/6 - Millard Hopper(checkers); 6/7 - Bernie West(C); The Yale Whiffenpoofs(S).
CLUB 60 (Dennis Morgan)	NBC 1:30pm	6/3 - Danny Costello(S); 6/4 - Robert Clary(S); 6/6 - The Barbara Carroll Trio(M); 6/7 - June Valli (S).
NBC MATINEE THEATRE	NBC 3pm	6/3 - Bachelor Father; (O) Don Stanford; (A) Helene Hanff; 6/4 - The Golden Door; (O) Melba Redman; 6/5 - Rain in The Morning; (O) Paula Fox & Marjorie Kellogg; 6/6 - Alumni Reunion; Re-run; 6/7 - Eye in The Storm; Re-run.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Junior Partner; (O) William Kendall Clarke; with Edward Andrews, Barbara Joyce, Robert Webber, Nancy Millard.
TONIGHT!(AMERICA AFTER DARK) (Jack Lescoulie)	NBC 11:15pm	6/3 - Russ Carlisle & Orch.; 6/5 - Chris Connor(S).

TALENT SHOWSHEET(more)

SATURDAY JUNE 8

TRUE STORY (Kathi Norris)	NBC 12N	The Mountain; (O) Harry Junkin; no cast information at press time.
PERRY COMO SHOW	NBC 8pm	Ethel Merman(S), Ed Wynn(A), The Four Lads(S), Lou Carter(S).
JERRY LEWIS SHOW	NBC 9pm	(O) Harry Crane & Arthur Phillips; with Mr. Lewis, Eydie Gorme(S), Danny Lewis(S-D), Dick Humphrey(D), Lou Spencer(D), Gary Lewis, Rowan & Martin(C); Dir - Jack Shea; Nelson Riddle & Orch.; Choreog - Nick Castle.
OZARK JUBILEE	ABC 10pm	with regulars only.
The Marriage	NBC 10pm	(O) Ernest Kinoy; with Jessica Tandy, Hume Cronyn, Natalie Trundy, Malcolm Brodrick, Larry Gates, Jan Ferrand.

SUNDAY JUNE 9

FRONTIERS OF FAITH	NBC 1:30pm	The Last Disciple;(O) William Kendall Clarke(based on the life & letters of Dietrich Bonhoeffer); no other information available at press time.
YOU ARE THERE	CBS 6:30pm	The Gunfight at the O.K. Corral; Re-run.
Cowboy Theater	NBC 7pm	(From June 30-Sept. 15, this program will be on for one hour, beginning at 6:30pm). Re-runs of films previously seen on this network.
MARGE & GOWER CHAMPION SHOW	CBS 7:30pm	with regulars & Barbara Perry; (SW&SD).
Circus Boy	NBC 7:30pm	The Fortune Teller; with regulars & Mary Young, Barry Bernard, Baynes Barron, Jerome Landfield, Gloria Grant; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Harry Belafonte(S), Joni James(S), Alan King(C), Judge Dewey "Pigmeat" Markham, Joyce(animals), Malagon Sisters (S), Frances Faye(M), Lou Nelson(C).
STEVE ALLEN SHOW	NBC 8pm	Wally Cox(C).
ALCOA HOUR	NBC 9pm	Mrs. Gilling And The Skyscraper; (O) Sumner Locke Elliott; with Helen Hayes, Leueen MacGrath, Jack Klugman, Katherine Squire, Joanna Roos, Kathleen Comegys, Halliwell Hobbes; Dir - Daniel Petrie.
Alfred Hitchcock Presents	CBS 9:30pm	The Indestructible Mr. Weems; (O) George F. Slavin; with Russell Collins, Robert Middleton, Joe Mantell, Rebecca Wells, Don Keefer, Harry Bellaver, Ted Bliss, Gladys Hurlbut, Ted Newton, Ferdi Hoffman; Dir - Justus Addiss.

ROSS REPORTS—TELEVISION INDEX

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Some programs repeat their best 13 films during the summer to fill out 52 weeks in the schedule, but American Tobacco is re-running all the films in the 12-program series that replaced Your Hit Parade during last summer's vacation period. Adventure Theatre, a half-hour anthology series produced in England by the Danziger brothers, with filmed intros made in the U. S., starring Paul Douglas as the host, will again replace the live music series starting June 15, thru Aug 31. All the films are re-runs.....Max Factor & Co thru Anderson-McConnell Advertising Agency, Inc(LA) will be alternate week sponsor with General Foods Corp of Those Whiting Girls, summer replacement film series in the I Love Lucy Monday night spot on CBS, starting July 1. .....Meet McGraw, starring Frank Lovejoy as a man who does "odd jobs" in a mystery-adventure vein, starts on NBC July 2, Tuesdays, 9-9:30pm EDT, replacing the Jane Wyman Show in that spot for Procter & Gamble thru Benton & Bowles, Inc. The new film series, scheduled to run thru the regular fall season, is a Don W. Sharpe-Warren Lewis Production, filmed at Motion Picture Center in Hollywood, with Warren Lewis as producer. Directors of various episodes are John Peyser, Harold Schuster and Anton Leader, with scripts written by Blake Edwards, Frederic Brady, E. Jack Neuman and Lowell Barrington. Dick Bluel is story editor.

NBC will present the Edwin Lester-Richard Halliday production of Irving Berlin's "Annie Get Your Gun," as a two-hour color spec on Wednesday, Nov 27, 8:30-10:30pm NYT. The musical will prep for its telecast with theatre showings in Los Angeles and San Francisco as part of the Civic Light Opera season. Mary Martin will star, with John Raitt as co-star. Director will be Vincent Donehue, with choreography by Ernest Flatt and musical direction by Louis Adrian. The Burbank-originating show will be co-sponsored by the Pontiac Motor Division, GMC, thru MacManus, John & Adams, Inc., and the Pepsi-Cola Co thru Kenyon & Eckhardt, Inc.....The DuPont Show of the Month (working title), next season's series of 10 90-minute specials to be sponsored over CBS by the Du Pont Co thru BBDO, will bow on Sunday, Sept 29, 9:30-11pm EDT. The first program will be Paul Gregory's production of "Crescendo," a musical extravaganza built around seven branches of popular music, ranging from folk music to musical comedy. Six other programs will be produced by Talent Associates.....Don Medford has been named senior director for the live productions of Crisis, the MCA-Revue live and film series, which will include 10 one-hour shows produced by Alfred Hitchcock. The first of another 10 films goes into production Friday in Hollywood, with Bette Davis starring in a Daphne Du Maurier story, "Split Second," produced by Revue.....Robert Paige has been named co-host with singer Frank Parker for the upcoming NBC Bride and Groom series. Both will appear on all programs.....Jan Murray's Dollar A Second, previously seen on the NBC net as a summer replacement show in 1954, returns on June 22, Saturdays, 9:30-10pm EDT for another summer run. During its career, which began on the old Du Mont net in 1953, it has also had two seasons on the ABC net.

 (MORE)

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Future productions on Studio One Summer Theatre include: June 17, "Staring Match," an original by Jerry McNeily, to be directed by Seymour Robbie; June 24, "Goodwill Mission," Jerome Ross original with Leonard Valenta as director; July 1, "Death and Taxes," by Lou Marks, with Ira Cirker as director; July 8, "A Matter of Guilt," by Alfred Harris, with David Greene directing.....Alcoa Hour-Goodyear Playhouse futures: June 23, "Awake With Fear," by David Driscoll, directed by David Greene; June 30, "The Legacy," an original by Stephen Gethers, directed by Fielder Cooke.....U. S. Steel Hour futures: June 19, "Upspeed," original by James Edward, with Paul Stanley directing; July 3, "Side Show," by Shelby Gordon, with Don Richardson directing; Aug 28, "Up Above the World So High," an original by Mort Thaw, with Fielder Cooke directing.....Armstrong Circle Theatre futures: June 11, "Counterfeit, Inc," by Vance Bourjaily; June 25, "The Hunted!" by Art Wallace, both to be directed by Bill Corrigan.

Frank Sinatra starts production July 8 on the first of 13 musical half-hour films that will be part of his Frank Sinatra Show, bowing over ABC on Oct 18, Fridays, 9-9:30pm NYT. The full season's series will include the 13 musicals, 23 half-hour dramatic programs and two one-hour live specials. The debut program will be one of the two one-hour shows. Sinatra will star in all the programs except for 10 of the dramatic films. Film producer is William Self, with Goldwyn Studios as the production studio. Jack Donahue will direct the 13 musicals, to be written by Bill Morrow. Nelson Riddle, long Sinatra's musical arranger, is conductor-arranger for the musical series. The production schedule for the first 13 is set for from 13 to 20 days, with rehearsals starting at noon, and shooting to follow, with production winding up at 8pm each day.

ABC will telecast the final championship heat of the 59th Gold Cup Hydroplane speed boat races on Seattle's Lake Washington on Sunday, August 11, climaxing the city's eighth annual Seafair celebration. KING-TV will originate the telecast, which it has carried locally for the past seven years. Washington's high-tempered unlimited hydroplane racing activities on Lake Washington and Lake Chelan have also been marked by technical developments to make it possible to bring the racing closer to the viewers. First KING-TV (ABC affiliate) and then KOMO-TV (NBC affiliate) have pioneered in developing the world's largest television lenses, with both stations' work subsequently being borrowed by their respective nets to cover West Coast sporting events. Coverage of races during the past few years has also resulted in private microwave networks set up to interconnect other regional TV stations for wider coverage of various key races during the unlimited hydroplane season. They take the high-powered sport so seriously up in that part of the country that the two Seattle stations wound up in a court fight over the question of exclusive coverage of races staged on state lake property earlier this year.

Warner Bros. will produce the next four one-hour science films to be sponsored on TV and shown in schools thru the Bell Telephone System (AT&T). Frank Capra produced the first four, of which only two have thus far been seen on the air..... Pat Weaver will delay the start of programming for his Program Service until later in the summer to overcome the hesitancy of sponsors who don't want to advertise during the morning hours during the summer. Programming plans announced last week in Chicago by Pat Weaver and Ward L. Quaal, v.p. and general mgr of WGN, Inc., indicated that the starting program slate would depend heavily on WGN-TV originations of Chicago material, much of it slanted by WGN's own programming.

ROSS REPORTS—TELEVISION INDEX

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(June 10)

CBS- 10-11pm EDT; RETURN - Studio One Summer Theatre - LIVE from WCBS-TV(NY), 109 stations live, 18 kine. § Sponsor- Westinghouse Electric Corp (All Appliances) thru McCann-Erickson, Inc(NY); Acct Exec- James Gillis; Comm Superv- Andy Christian; Comm Anncr- June Graham (13-week vacation replacement for Betty Furness). § Pkgr- CBS-TV(NY); Prod- Norman Felton; Assoc Prod- Joseph Gantman; Dirs- Various; Story Consultant- William Yates. § Hour-long live dramatic programs with top Broadway and Hollywood talent, following same standards as for Studio One (last show June 3), which takes its regular summer hiatus.

Saturday(June 15)

CBS- 4:30-5pm EDT; SPECIAL - Belmont Stakes - LIVE from WCBS-TV(NY), 205 stations live, 16 Canadian stations. § Sponsor- Gillette Safety Razor Co thru Maxon, Inc(Detroit); Acct Exec- M. F. Mahoney(NY); Comm Anncr- Bryan Field. § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey. § Telecast of the running of the Belmont Stakes, at Belmont Park, Elmont, L. I., with Fred Capossela describing the race, Chris Schenkel doing the interviews and Bryan Field handling color. The event is the third and final of the season's Triple Crown Races.

NBC- approx 4-7pm EDT; SPECIAL - National Open Golf Championship - LIVE remote from Toledo, Ohio, to the net. § Sustaining. § Pkgr- NBC Sports(NY); Prod- Perry Smith. § Telecast of the play at the final four holes of the 57th annual National Open Golf Championship, at Inverness Country Club in Toledo, Ohio. Lindsey Nelson, Chick Hearn and Jim Simpson are the commentators.

NBC- 8-9pm EDT; RETURN - The Julius La Rosa Show - LIVE (COLOR) from WRCA-TV(NY), 128 stations live, 17 quick kine. § Sponsors- (One-third each, alternate weeks): Kimberly-Clark Corp thru Foote, Cone & Belding; Radio Corp of America and Whirlpool-Seeger Corp thru Kenyon & Eckhardt, Inc.; Sunbeam Corp thru Perrin-Paus Co.; Noxzema Chemical Co thru Sullivan, Stauffer, Colwell & Bayles, Inc.; Sperry and Hutchinson Co thru SSC&B, and Gold Seal Co thru North Advertising, Inc. § Pkgr- Roncom Productions(NY); Prod- Henry Howard; Dir- Grey Lockwood; Music Dir- Mitchell Ayres; Choreog- Louis DaPron; Writers- Mort Green, George Foster. § Singer Julius La Rosa stars in this 13-week musical-variety series, the summer replacement for The Perry Como Show (last show June 8, returns Sept 14). La Rosa headed a replacement show during four weeks of Como's vacation last season.

NBC- 9-10pm EDT: SPECIAL - RCA Victor Galaxy of Stars - LIVE (COLOR) from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Breast-O-Chicken, Inc (Tuna) thru Foote, Cone & Belding(LA); Acct Exec- Ed Wilson; (Cont'd on next page)

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Saturday(June 15)

NBC- RCA Galaxy of Stars (Cont'd from previous page): TV Acct Rep- Stuart Minton(NY). § Pkgr- NBC-TV with RCA Victor Record Div(NY); Prod & Dir- Joe Cates; Music Dir- Joe Reisman; Choreog- Bob Hamilton. § Special one-time music-variety show, with Vaughn Monroe as host, starring Julius La Rosa and Tony Martin among others (see page D for other cast credits).

NBC- 10:30-11pm EDT; RETURN - Adventure Theatre - FILM from WRCA-TV(NY) & KRCA-TV(LA), 148 stations net, 23 delayed. § Alternate Sponsors- 1) American Tobacco Co (Lucky Strike Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; TV Acct Rep- Jim Bridges. 2) Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., Inc (Richard Hudnut Home Permanents) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Donald Anderson; TV Acct Rep- Walter Selden. § Pkgr- MCA-TV(NY); Film Prod- Edward J. and Harry Lee Danziger(London), with Paul Douglas segments by Revue Productions, Hollywood. § Paul Douglas is host for a series of half-hour suspense dramas produced in England. The same series was seen in this time spot last summer for 12 weeks and returns with the same films as the summer replacement for Your Hit Parade (last show June 8, returns Sept 7).

Sunday(June 16)

ABC- 5-6pm EDT; HIGHLIGHT - Open Hearing: "Segregation and the South" - FILM from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV with the Fund for the Republic(NY); Exec Prod- George M. Martin, Jr.; Prod- Herbert Bernard; Dir & Writer- James Peck. § Documentary study of progress and reaction in the three years since the U. S. Supreme Court ordered integration of the nation's schools. Open Hearing is normally a half-hour program, 5:30-6pm, but starts a half hour earlier this day for the special program. The first half-hour will be in the time previously occupied by Dean Pike (last show June 9).

NBC- 4-5pm EDT; SPECIAL - The Twisted Cross - and Epilogue - FILM from WRCA-TV (NY) & KRCA-TV(LA), to the net. § Sustaining. § Repeat showing of the "Project 20" program originally shown over NBC on March 14, 1956 and repeated June 12, 1956. It is now shown for the third time, with a newly-filmed epilogue which shows the Berlin of today. The main documentary is narrated by Alexander Scourby, the new epilogue by Frank Bourgholtzer.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Sports Focus; DEBUT June 3; Mon thru Fri, 7-7:15pm EDT; LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr & Prod- ABC-TV Sports Dept(NY); Dir- Jack Sameth; Writer- Ed Silverman. § Howard Cosell covers sports news of the day, comments on controversial issues and interviews personalities in the sports world. The program replaces Kukla, Fran and Ollie (last show May 31) for the summer.

Telephone Time; new day and time effective June 11; Tuesdays, 9:30-10pm EDT. Program has been seen Thursdays, 10-10:30pm EDT. In its new time it replaces Du Pont Theatre (last show June 4).

CBS- Eye On New York; RETURN June 9; Sun, 11-11:30am EDT; LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- WCBS-TV(NY); Prod- Charles Hinds; Dir- Lee Polk; Writer- Lissa Charell. § Bill Leonard, thru interviews and commentary, presents a feature picture of what is happening in New York and its area. The program replaces U. N. in Action (last show June 2), returning to a former spot.

NBC- Life of Riley (Fri, 8:30-9pm EDT) Re-runs begin June 14 for 13 weeks. New alternate week sponsor (other weeks sustaining) effective June 14 is Lever Brothers Co (Wisk, Lux Liquid); Wisk thru Batten, Barton, Durstine & Osborn, Inc(producing agency); Lux Liquid thru J. Walter Thompson Co.

TALENT SHOWSHEET JUNE 7 JUNE 16

Most of the shows on June 7,8,9, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday June 14. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings) are: Broken Arrow, Bob Cummings Show, December Bride, Father Knows Best, General Electric Theatre, Gunsmoke, Life of Riley, I Love Lucy, The Lineup, The People's Choice, Dick Powell's Zane Grey Theatre, Jane Wyman Show, You Are There, Loretta Young Show.

SATURDAY JUNE 8

TRUE STORY (Kathi Norris)	NBC 12N	ADD CAST: Edmon Ryan, Lesley Woods, Frank Sutton, Frank Dana.
FIVE STAR COMEDY PARTY	ABC 5:30pm	Host, Ben Blue(C), Sammy Wolfe(panto), Barbara Heller(S-C-D), Bob Bean(cartoonist).
JACKIE GLEASON SHOW	CBS 8pm	Johnnie Ray(S), Peggy Lee(S), Jimmy Nelson(ventril), Louis Jordan & Tympany Five(M), Larry Griswold (trampoline).
JERRY LEWIS SHOW	NBC 9pm	ADD: Key Luke(A).

SUNDAY JUNE 9

LAMP UNTO MY FEET	CBS 10am	The Story of Ruth; (O) Howard Rodman; with Kim Hunter, Aline MacMahon, Betty Miller, Jacob Ben-Ami, (Narrator) Norman Rose; Dir - Marvin Silbersher.
LOOK UP & LIVE (Donald Symington)	CBS 10:30am	The Seeking Years; (O) Clair Roskam; with George Mitchell, Grace Matthews; Dir - James MacAllen.
CAMERA THREE	CBS 11:30am	Discussion of Pablo Picasso's "Guernica"; with special guest Alfred H. Barr, of the Museum of Modern Art.
ED SULLIVAN SHOW	CBS 8pm	ADD: Tony & Sally DeMarco(D), Riccardi(illusionist).
STEVE ALLEN SHOW	NBC 8pm	The Rev. Dr. Billy Graham(remote from Madison Square Garden), Orson Welles(A), Jim Reeves(S), The Step Bros.(D), Meg Myles(S).
ALCOA HOUR	NBC 9pm	ADD CAST: Wilfred Hyde White.

MONDAY JUNE 10

Wire Service (Mercedes McCambridge)	ABC 7:30pm	The Washington Story; with Miss McCambridge, Barry Atwater, Anthony Dustrel, Eugene Borden, Herbert Rudley; (SW&SD).
Burns & Allen Show	CBS 8pm	with regulars & Jean Willes, Howard McNear; (SW&SD).
VOICE OF FIRESTONE	ABC 8:30pm	Jerome Hines(S), Lucia Evangelista(S); LAST SHOW.
TALENT SCOUTS	CBS 8:30pm	Jimmy Rogers(S-M), Freddy Montell(S), Jane Hall(S).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Tommy Sheridan(M), Regina Price(S), Nick Lucas(M).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Last Trip Of The Hindenburg; Re-run of 10/1/56.
STUDIO ONE SUMMER THEATRE	CBS 10pm	PREMIERE: The Mother Bit; (O) Adrian Spies; with June Havoc, Sam Levene, Harry Guardino, Paul Carr, Henderson Forsythe, Jayne Heller, Peter Falk, Milton Selzer, Norman Twain, Rosetta LeNoire; Dir - Norman Felton.

TALENT SHOWSHEET(more)

THURSDAY JUNE 13(Cont'd)

RAY BOLGER'S WASHINGTON SQUARE	NBC 8pm	with regulars & Benny Goodman(M), Gisele MacKenzie(S), Eddie Bracken(A-C), Martha Carson(S); LAST SHOW OF SEASON.
CLIMAX! (Bill Lundigan)	CBS 8:30pm	The Man Who Stole The Bible; (O) Gwen Bagni & Irwin Gielgud; with Guy Madison, Sally Forrest; Dir - Arthur Miller.
FORD SHOW	NBC 9:30pm	Dr. Frank Baxter
PLAYHOUSE 90	CBS 9:30pm	Clash By Night; (O) Clifford Odets; (A) F. W. Durkee; with Kim Stanley, Lloyd Bridges, E.G. Marshall, Edgar Stehli; Dir - John Frankenheimer.
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Design for November; (O)Roland Mitchell; (A) Sanford Barnett; with Julie Adams; Dir - James Yarbrough.

FRIDAY JUNE 14

Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	The Swapper; with regulars & Robert Brooks, Robert Easton, Morris Ankrum, William Kendis, Joseph A. Vitale; (SW&SD).
Adventures of Jim Bowie(Scott Forbes)	ABC 8pm	The Beggar of New Orleans; with regulars & John Hoyt, Morris Ankrum; (SW&SD).
Crossroads	ABC 8:30pm	The Deadline; (O) George Bruce; with Arthur Franz, Pat Crowley, Maurice Manson, Phillip Pine; (SD).
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	The Bachelor; with regulars & Craig Stevens; (SW&SD).
CHEVY SHOW	NBC 9pm	Dinah Shore, Fred MacMurray, Dean Jones(S), Nanette Fabray, Minnie Pearl(C); (O) Bob Wells & Johnny Bradford; Dir - Bob Banner; Music - Harry Zimmerman; Choreog - Tony Charmoli.
Schlitz Playhouse	CBS 9:30pm	Re-run of 3/22/57 - For Better, For Worse.
Date With The Angels	ABC 10pm	The Feud; with regulars & Burt Mustin, Richard Reeves, Maudie Prickett; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS JUNE 10 - JUNE 14

JIMMY DEAN SHOW	CBS 7am	Show will appear as special guests of the International Naval Review at Norfolk, Va., for the entire week.
GARRY MOORE SHOW	CBS 10am	6/12 - Jimmie Jeffries; 6/14 - Carol Burnett(C).
CLUB 60 (Dennis James)	NBC 1:30pm	6/11 - Cathy Carr(S); 6/12 - Bob Gibson(S); 6/13- Andy Williams(S); 6/14 - Bill Hayes(S).
NBC MATINEE THEATRE	NBC 3pm	6/10 - Rich Man, Poor Man; (O) Lawrence Williams; (A) Theodore Apstein; 6/11 - The Party Dress; (O) Brenda Weisberg; (A) Ellen McCracken; 6/12- The White Headed Boy; (O) Lennox Robinson; 6/13- The Sound of Fear; Re-run of 9/27/56; 6/14 - Night Train To Chicago; Re-run of 1/22/57.
THE BRIGHTER DAY	CBS 4pm	DELETE FROM CAST: Lois Nettleton.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	Homecoming; (O) Elinor Lenz; with Walter Brooke, Nancy Wilder, Dickie Olsen, Jaime Smith.
TONIGHT! AMERICA AFTER DARK--(Jack Lescoulie)	NBC 11:15pm	6/12 - Richard Hayman(M); 6/13 - Susan Silo(S).

SATURDAY JUNE 15

TRUE STORY (Kathi Norris)	NBC 12N	The Stranger; (O) Earl Hamner; with Jane Rose, Logan Ramsey, Martin Newman.
JACKIE GLEASON SHOW	CBS 8pm	Vic Damone(S), Peggy Lee(S), Betty Kean(C), Lou Parker(C), Dave Barry(C), The Lang Troupe(trampoline)
JULIUS LA ROSA SHOW	NBC 8pm	PREMIERE: (O) Mort Green, George Foster; Prod - Henry Howard; Dir - Grey Lockwood; Mus - Mitchell Ayres; Choreog - Louis DaPron; Starring Mr. La Rosa with guests, Count Basie & Orch., Joe Williams (S), The Seven Ashtons(acro), Gene Sheldon(C), Lou Carter(S).
Oh! Susanna (Gale Storm)	CBS 9pm	with regulars & Lila Lee; (SW&SD).
RCA VICTOR GALAXY OF STARS	NBC 9pm	Vaughn Monroe(M-S), Julius La Rosa(S), Georgia Gibbs(S), Tony Martin(S), Jaye P. Morgan(S), Martha Carson(S), The Three Lane Bros.(S), The Hamilton Trio(D), The Eddie Heywood Trio(M); Dir - Joe Cates; Music - Joe Reisman; Choreog - Bob Hamilton.
OZARK JUBILEE	ABC 10pm	Tex Williams(S).
Gunsmoke	CBS 10pm	with regulars & Herbert Rudley, Alex Charpe, Rusty Westcoat, Clancy Cooper; (SW&SD).
GEORGE GOBEL SHOW	NBC 10pm	Jeannie Carson.

SUNDAY JUNE 16

LAMP UNTO MY FEET	CBS 10am	Upstairs; (O) Lorraine D. Reifel; with Marian Winters, Kimetha Laurie, John Cecil Holm, Roger Quinlan; Dir - Roger Englander.
Jack Benny Show	CBS 7:30pm	with regulars & Isaac Stern(M), Mel Blanc(A); (SW&SD).
Circus Boy	NBC 7:30pm	The Gentle Giant; with regulars & Buddy Baer, Effie Laird, Herb Vigran, Kubla Khan; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Polly Bergen(S), Paul Anderson(weight-lifter), John Raitt(S), Rusty Draper(S), John Mathis(S), Jean Carroll(C), Susan Heinkel(A), Page & Bray(D), Victor Julian & Trained Dogs, (On Film) - Bing Crosby.
STEVE ALLEN SHOW	NBC 8pm	Steve Lawrence(S), Mamie Van Doren(A), The Hi-Lo's(S), Walter Chiari(C).
GOODYEAR PLAYHOUSE	NBC 9pm	Your Every Wish; (O) Walter Brooks("Youth Is Stranger Than Fiction"); (A) Clifford Goldsmith; with Don Ameche, Neva Patterson, Audrey Christie, Mary Welch, David White, Warren Berlinger, Joel Corthers, Jimsey Somers, Don Briggs, Jeff Harris; Dir - Walter Grauman.
Alfred Hitchcock Presents	CBS 9:30pm	A Little Sleep; (O) Joe Grenzeback("Lullaby"); (A) Robert C. Dennis; with Barbara Cook, John Carlyle, Vic Morrow, Robert Karnes, Jack Mullaney, Douglas Kennedy, George Chandler; Dir-Paul Henreid.

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—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

CBS will lead off on its new public affairs series, The Twentieth Century, on Sunday, Oct 20, with a special one-hour program devoted to Sir Winston Churchill, as "the man of the twentieth century." The fall series, sponsored by Prudential Insurance Co of America, will replace You Are There for the sponsor and will consist of a minimum of 26 programs; five of which will be one-hour shows and the remaining 21 running a half-hour.....The Delco-Remy division of General Motors, for Delco Batteries, through Campbell-Ewald Co., will sponsor seven special one-hour color film shows over the CBS net, all starring Lowell Thomas and his travel-adventures in remote places around the world. The series will probably be on next season, dates and times to be announced. The Thomas connection with Delco and GMC's United Motors System stems from his radio newscasts which are sponsored by both GMC divisions. Gil Ralston, CBS-TV director of network programs in New York, has been given a leave of absence to be exec producer of the new series which will be filmed in such places as New Guinea, Nepal, the Antarctic, the South Sea Islands and the Mexican jungle.

The Harbor Master series, scheduled for CBS, Thursdays, 8-8:30pm NYT, has been re-titled, Scott Island. The Ziv-TV series, starring Barry Sullivan, will be sponsored by R. J. Reynolds Tobacco Co., replacing the Bob Cummings Show, moving to NBC for the sponsor. The switch in title will allow Ziv to film a new Wendell Corey series for syndication under the title Harbor Command without conflict. The Corey series will be filmed on the west coast, probably around the San Francisco port area, while the Barry Sullivan network series will be filmed on location in Rockport, Mass., this summer, making its air debut on Sept 26.....The Mama series, which was cancelled by the CBS net when it couldn't come up with a sponsor as a film series (after seven years as a sponsored live net series), has rolled up a half million dollars in gross sales since being placed in syndication a month ago. The syndicate package, thru CBS TV Film Sales, consists of 26 films; 10 seen on the net and 16 that never got on the air before the cancellation. The biggest sale, announced last week, was to Nationwide Insurance Co thru Ben Sackheim, Inc., for 32 markets in 14 midwestern and northeastern states.

An unusual production and distribution arrangement for a film series -- a scaled-down version of the original Vitapix Corp dream -- has been set up by Screen Gems, Inc., as the producer and distributor, and stations KTTV(LA) and WPIX(NY), and the Westinghouse Broadcasting Co for its KDKA-TV(Pitt), WBZ-TV(Boston), KPIX(San Fran) and KYW-TV(Cleve). The film series involved is Casey Jones, to star Alan Hale and Bobby Clark, recreating railroading adventures around the turn of the century. The stations are associated with Screen Gems as co-investors in the production and distribution and will share in the income. The series has been leased by the participating stations on a conventional rental basis for showing in their own markets and is available for sale to other stations as well as advertisers for a fall premiere.

(MORE)

ROSS REPORTS—TELEVISION INDEX, Service Subscription Rates: $110 per year (or $30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates. Service includes: Weekly reports on current television production, programs, advertisers, talent movements; unlimited telephone and mail information service; periodic reports on special aspects of television; semi-annual and annual industry surveys, and The Television Index card file.

The jury is still out on the question of whether the TV presentation of a biographical story will hurt a motion picture dealing with the same person or story elements. The question first came up when CBS' Playhouse 90 presented a version of the life of the blues singer Helen Morgan, starring Polly Bergen, while Warner Bros. was wrapping up its filmed version of the singer's life, starring Ann Blyth. Warners theatened CBS with action, but the TV net was in the clear in purchasing the TV rights. Columbia Pictures has scheduled production of MacKinlay Kantor's best-selling novel, "Andersonville," about the Confederate prison, but the film couldn't go into release for at least a year, considering the magnitude of the story. Meanwhile, on June 27, Climax! will present "The Andersonville Trial," a story concerning the commandant of the notorious stockade, with Charlton Heston starring. It will undoubtedly have no affect on the film, but the whole bubble makes for interesting publicity.

Revue Productions, with Mickey Spillane as production consultant, is going into production on 39 films for a Mike Hammer series, starring an unknown (under consideration) in the title role.....An actor named Guy Williams (to be re-named) will have the lead in Walt Disney's Zorro series for ABC.....NBC's extended option on its Panic series is due to run out this Saturday, unless a further extension is requested. .....Frank Price, who has been Screen Gems' story editor for Ford Theatre and its Playhouse 90 films, has joined NBC's Matinee Theatre story staff in Hollywood, replacing Martin Donovan, who has been upped to continuity writer.....Frank Glicksman has been named story editor for alternate producer Edgar Peterson on Climax!..... ...The Academy of Animated Arts for Motion Pictures and Television has been organized in Hollywood as a non-profit corporation at 4201 West Olive Ave., Burbank, Calif. VI 9-5122. William E. Best is president and John M. Holmes is executive director and public relations director.

CBS News will switch two of its top correspondents in September when Charles Collingwood goes to London to be chief of the CBS London News Bureau, replacing Howard K. Smith who will return to the U. S. after 11 years in London. Smith will report to the Washington News Bureau and starting Oct 1 will present a nightly Washington Report as a regular feature of Douglas Edwards with the News (Mon thru Fri, 7:15-7:30pm NYT). Collingwood reports to London about Sept 17.....The Jack Paar variety show, replacing the current version of the Tonight show over NBC about July 15, will be "a free-wheeling live variety show" according to NBC v.p. Manie Sacks, with a major emphasis on the use of top recording artists as guests on the show. The format will include the cliche role of an orchestra leader who will be a major straight man, 12 good musicians, an announcer and two regulars for a three-man panel which will also feature guest comedians. The format will also be bent according to Mr. Paar's wishes as he goes along.....The Oldsmobile Division, GMC, through D. P. Brother & Co will sponsor six one-hour shows starring Jerry Lewis over NBC during the 1957-58 season, with all in color.....NTA's Sheriff of Cochise, syndicated in more than 190 markets, will go into production this month on its second series of 39 films. Desilu Productions does the filming, with Mort Briskin as producer.....American Machine & Foundry Co., for its AMF Pinspotters Inc., with Matt Niesen's Championship Productions, Inc., will produce Bowling Stars, a new series of 26 half-hour films for syndication, to follow up its successful Bowling Time series. Joe Wilson, top TV bowling announcer, will handle the narration for the prize matches between the country's leading professional bowlers. Film production will be by Wilding Picture Productions at the Faetz-Niesen Recreation Center in Chicago. The series will be essentially a carbon of the WNBQ and former NBC net Championship Bowling programs, with the cash prizes for the winning bowlers in each filmed match to be the same as on the network show.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(June 22)

CBS- 10:30-11pm EDT; DEBUT - The Jimmy Dean Show - LIVE from WTOP-TV(Wash), no. of stations not available. § Sponsor- Hazel Bishop, Inc (All Products) thru Raymond Spector Co., Inc(NY); Acct Exec- Richard Blaine. § Pkgr- Connie B. Gay(Wash); Exec Prod- Ed Friendly(CBS); Prod- Connie B. Gay; Dir- Clark Pangle; Music Dir- Jimmy Dean. § Country music program, starring singer-musician Jummy Dean with his band, The Texas Wildcats, featuring also The Country Lads duo, ventriloquist Alec Houston, singer George Hamilton IV and guest stars. The program is a nighttime version of the Monday thru Friday Jimmy Dean Show (7-7:45am EDT) and is in addition to the morning program which continues as before. The new nighttime program replaces Two For the Money, which moves to 8:30-9pm EDT, effective June 29.

NBC- 9-9:30pm EDT; DEBUT - George Sanders Mystery Theatre - FILM from WRCA-TV (NY) & KRCA-TV(LA), approx 137 stations net, 8 delayed. § Sponsor- Pabst Brewing Co (Beer) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- H. Gerard Bissinger; TV Acct Rep- Sheldon Platt. § Pkgr & Film Prod- Screen Gems, Inc (LA); Prod- Matthew Rapf; Dir- Justus Addiss, others; Art Dir- Robert Boyle; Sets- William Kiernan, Frank A. Tuttle; Film Ed- Joseph Silver; Writers- Various. § George Sanders is host for this anthology series of mystery and suspense dramas. Program is in the first half-hour of the time formerly occupied by Caesar's Hour (last show May 25).

NBC- 9:30-10pm EDT; RETURN - Dollar A Second - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- Jantone Enterprises, Inc(NY); Prod- Budd Granoff; Dir- Phil Levens. § Jan Murray m.c.'s the audience participation quiz and stunt show in which contestants answer questions in a race against time determined by the completion of a stunt or outside event going on simultaneously. The program originally debuted on the Du Mont network on Sept 20, 1953; was seen on the NBC net as a summer replacement during 1954, and spent two seasons on the ABC net, starting Oct 1, 1954. In its return it fills the second half-hour formerly occupied by Caesar's Hour (see listing for NBC above).

Sunday(June 23)

CBS- 7:30-8pm EDT; RETURN - My Favorite Husband - FILM from WCBS-TV(NY) & KNXT (LA), 157 stations net, 23 delayed. § Sponsor- American Tobacco Co (Lucky Strike) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Don Rowe. § Pkgr- CBS-TV; Film Prod- Desilu Productions, Inc(LA); Prod- Edmund Hartman; Dir- Edward Buzzell; Writers- Budd Grossman, others. § Re-runs of the filmed version of the situation comedy series, which co-starred Barry Nelson and Vanessa Brown, with Alix Talton and Dan Tobin. (continued on next page)

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Sunday(June 23)

CBS- My Favorite Husband (Cont'd from previous page): The filmed series debuted over the CBS net on Oct 4, 1955 thru Dec 27, 1955. It now replaces the Jack Benny Show (last show June 16, returns in the fall), which alternated with the Marge and Gower Champion Show (last show June 9).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Bold Journey; new day and time effective June 17; Mondays, 8:30-9pm EDT. Program has been seen Thursdays, 9:30-10pm EDT. In its new time it replaces Voice of Firestone (last show June 10, returning in fall).

College News Conference; new time effective June 23; Sundays, 5-5:30pm EDT. It has been seen 4-4:30pm EDT. In its new time it replaces Dean Pike (last show June 9).

CBS- Comment on Khrushchev; SPECIAL June 9; LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News & Public Affairs(NY); Prod- James Fleming; Dir- Av Westin. § Lyman Bryson moderates a panel discussion of the remarks made by Nikita S. Khrushchev during his filmed appearance on Face the Nation on the net, Sunday, June 2, during an interview by American correspondents in Moscow.

Odyssey (Sun, 5-6pm NYT) Last show June 16. Face the Nation, seen 4-4:30pm NYT moves to 5-5:30pm, and World News Roundup, seen 4:30-5pm NYT, moves to 5:30-6pm, both effective June 23 and continuing thru the summer.

The Last Word; new time effective June 2; Sundays, 6-6:30pm EDT. Program had been seen 3:30-4pm EDT. The June 16 and 23 programs will originate in Hollywood, then the program returns to its New York origination.

NBC- Watch Mr. Wizard; new time effective June 23; Sundays, 3:30-4pm EDT. Program has been seen 2:30-3pm EDT. Re-runs via kinescopes began June 9, thru Sept 1.

Ray Bolger's Washington Square (Various days and times, evenings, since May 9; see page 31) Last show was Thursday, June 13, 8-9pm EDT.

The Joseph Cotten Show - On Trial (Fri, 9-9:30pm EDT) Re-runs start June 21, thru Sept 13.

Cowboy Theatre; RETURN June 9; Sun, 7-7:30pm EDT for 3 weeks, then 6:30-7:30pm EDT starting June 30; FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § The three half-hour programs beginning June 9 are half-hour Westerns starring Tom Keene. Beginning June 30, the films will be one-hour edited Westerns starring Charles Starrett, previously seen on the net under the program title on Saturdays during the noon hour earlier in the season. The programs replace The 77th Bengal Lancers, 7-7:30pm EDT (last show June 2) and The Roy Rogers Show, 6:30-7pm EDT (last show June 23).

Father Knows Best (Wed, 8:30-9pm EDT) Re-runs begin June 12; thru Sept 18.

The People's Choice (Thu, 9-9:30pm EDT) Re-runs begin June 13; thru Sept 26.

People Are Funny (Sat, 7:30-8pm EDT) Re-runs begin June 15; thru Sept 7.

Sunday afternoon summer schedule; effective June 23; thru Sept 8, no net service until 3:30pm EDT. 4-4:30pm, American Forum, alt with Youth Wants to Know; 4:30-5pm, Zoo Parade; 5-5:30pm, Frontiers of Faith. (See Watch Mr. Wizard, above).

TALENT SHOWSHEET JUNE 14 - JUNE 23

Most of the shows on June 14,15,16, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday June 21. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-Directed, (SW) Staff-Written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally only first runs of a film series are listed. During the summer when many shows are re-runs, credits are not repeated below, but are available, and may be requested by phone at any time. Currently in re-runs (and omitted from the listings) are: Broken Arrow, Jim Bowie, Cheyenne, Bob Cummings Show, December Bride, Father Knows Best, General Electric Theatre, Gunsmoke, Life of Riley, I Love Lucy, Navy Log, Oh! Susannah, People's Choice, Dick Powell's Zane Grey Theatre, Phil Silvers Show, Jane Wyman Show, You Are There, Loretta Young Show.

SATURDAY JUNE 15

FIVE STAR COMEDY PARTY	ABC 5:30pm	Paul Winchell & Jerry Mahoney, Cap'n Shaw & Bobby (animal act), Bob Bean(cartoonist).
RCA VICTOR GALAXY OF STARS	NBC 9pm	Delete: Eddie Heywood & Trio.
Adventure Theatre (Paul Douglas)	NBC 10:30pm	PREMIERE: Series to run thru August 31. Repeats of a weekly filmed series previously seen on this network. Mr. Douglas will act as host.

SUNDAY JUNE 16

CAMERA THREE	CBS 11:30am	The Age of Wisdom; (O) Glenn Wolfe; with Woodrow Parfrey, William Hickey, Joe Bova, Ceil Cabot, Dodie Goodman; Readings of fables and legends; Dir - Clay Yurdin.
ODYSSEY	CBS 5pm	Miracle in Mexico; Holy Week Festival in Taxco, Mexico; Presented in association with The National Museum of Mexico.

MONDAY JUNE 17

Wire Service (Dane Clark)	ABC 7:30pm	A Death at Twin Pines; (O) Harold Channing Wire; (A) A.I. Bezzerides; with Mr. Clark, Diane Brewster, James Bell, Hank Worden; Dir - Harold Schuster.
Adventures of Robin Hood(Richard Greene)	CBS 7:30pm	The Road In The Air; with regulars & James Hayter, Lawrence Hardy, Nigel Davenport, Roland Hines, Arthur Skinner; (SW&SD).
Burns & Allen	CBS 8pm	with regulars & Bob Ellis, Fran Bennett, Barbara Darrow; (SW&SD).
Bold Journey	ABC 8:30pm	NOTE NEW DAY & TIME: Northern Guide; The scaling of Mt. McKinley.
TALENT SCOUTS	CBS 8:30pm	Sandra Gale Meade(S), Wes Harrison(monologist), The Calypso Islanders(M).
TOP TUNES & NEW TALENT (Lawrence Welk)	ABC 9:30pm	Wallie Peters(M).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Weatherlover; (O) Milton Gelman; with Edward Andrews, Jan Miner, Sally Kemp, Norman Rose, Joseph Campanella, Mary K. Wells; Dir - Perry Lafferty.
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Staring Match; (O) Jerry McNeely; with James Daly, James Gregory, William Smithers, Ann Jackson, Margaret Hamilton, Victor Thorley, Lonny Chapman, Marilyn Siegel; Dir - Seymour Robbie.

TALENT SHOWSHEET(more)

	TUESDAY JUNE 18	
JONATHAN WINTERS SHOW	NBC 7:30pm	Carol Burnett(C-S).
ARTHUR MURRAY PARTY	NBC 8pm	Sal Mineo(A), Ferlin Husky(S).
Private Secretary (Ann Sothern)	CBS 8:30pm	Not Quite Paradise; with regulars & Hope Summers; (SW&SD).
Panic!	NBC 8:30pm	with Marshall Thompson, Barbara Knudson, Mary Carroll, Claire Meade, George Taylor, Ted Jacques, Joan Fotre; (SW&SD).
Telephone Time (John Nesbitt)	ABC 9:30pm	Pit-a-Pit And The Dragon; (O) Milton Geiger; with Robert Cabal; (SD).
RED SKELTON SHOW	CBS 9:30pm	Jean Parker(A).
KAISER ALUMINUM HOUR	NBC 9:30pm	A Passion For Revenge; (O) Leslie Slote; with Alexander Scourby, Frank Sutton, Joanne Le Compte, Eric Berrry; Dir - Paul Bogart; LAST SHOW OF SEASON.
IT'S POLKA TIME	ABC 10pm	The Estonian Folk Dancers of Crystal Lake, Ill.
	WEDNESDAY JUNE 19	
Millionaire (Marvin Miller)	CBS 9pm	The Story of Rip Matson; with Steve Brodie, Cathy Downs, Stacy Harris, Robert Shayne, Tommy Tucker; (SW&SD).
KRAFT THEATRE	NBC 9pm	Nothing Personal; (O) John Whedon; with Robert Preston, Nina Foch, Larry Hayman, Sue Randolph, Lawrence Weber, Marcel Hillaire, Jack Weston; Dir - William Graham.
Ford Theatre	ABC 9:30pm	Desperation; (O) Karen DeWolf; with Teresa Wright, Kevin McCarthy, William Bishop, Katharine Warren, Hank Patterson; Dir - Jack Gage.
US STEEL HOUR	CBS 10pm	Upbeat; (O) James Elward; with Patti Page, Biff McGuire, Kathleen Maguire, Jon Cypher; Dir - Paul Stanley.
	THURSDAY JUNE 20	
Sgt. Preston of Yukon (Richard Simmons)	CBS 7:30pm	with regulars & George Selk, Don Durant, Jack Reynolds, Pierce Lyden; (SW&SD).
CIRCUS TIME	ABC 8pm	Steve Lawrence(S), Owen McGivney(quick change), Miss Loni(juggler), Ferrante & Teicher(M-C).
CLIMAX! (Bill Lundigan)	CBS 8:30pm	A Taste For Crime; (O) Ellis St. Joseph; with Michael Rennie, Peter Lorre, Beverly Garland, Marsha Hunt; Dir - Robert Stevens.
Playhouse 90	CBS 9:30pm	Ain't No Time For Glory; (O) Major William E. Waters; (A) Malvin Wald & Jack Jacobs; with Barry Sullivan, Gene Barry, John Barrymore, Jr., Bruce Bennett, Richard Jaeckel; Dir - Oscar Rudolph.
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	Edge Of Doubt; (O) Bruno Fischer; (A) Oliver Crawford; with Kathleen Crowley, Phil Carey, Tol Avery, Herbert Rudley, Richard Goode; Dir - David McDearmon.
	FRIDAY JUNE 21	
Adventures of Rin-Tin-Tin(Lee Aaker)	ABC 7:30pm	The Old Man Of The Mountain; with regulars & Robert Warwick, James Lanphier, Alan Wells; (SW&SD).

FRIDAY JUNE 21(Cont'd)

Crossroads	ABC 8:30pm	Patchwork Family; (O) Donn Mullally; with Stuart Erwin, Dorothy Green, Johnny Crawford; (SD).
Mr. Adams & Eve (Ida Lupino, Howard Duff)	CBS 9pm	Separate Vacations; with regulars & Frank Wilcox; (SW&SD).
The Vise (Donald Gray)	ABC 9:30pm	You Only Live Twice; with regulars & Jill Clifford, Catherine Finn, Gilbert Winfield, Alistair Hunter; (SW&SD).
Schlitz Playhouse	CBS 9:30pm	Fifty Beautiful Girls; (O) Halsted Welles; with Barbara Bel Geddes, Royal Dano, Edward Andrews, Carol Shannon, Alan Reed, David Hoffman, Isabelle Dwan, Barney Phillips, Anthony George, Hart Sprager, Hannes Lutz, Robert Stevenson, Barry McGuire; Dir-Jules Bricken.
BIG STORY (Ben Grauer)	NBC 9:30pm	William Grover, Reporter: Philadelphia(Pa.) Inquirer; (A) Douglas Taylor; with Alan Nourse, James Wall, Joseph Julian, Fran Carlin; (SD).
Date With The Angels (Betty White, Bill Williams)	ABC 10pm	Shall We Dance?; with regulars & Richard Deacon; (SW&SD).
The Lineup (Warner Anderson)	CBS 10pm	The Alfred Morgan Case; with regulars & Bart Burns, Eloise Hardt, Paul Knight, Raymond Greenleaf; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS JUNE 17 - JUNE 21

JIMMY DEAN SHOW	CBS 7am	Tex Williams(S), will be a guest star this week. 6/17 & 6/18 - Steve Schulte(M).
GARRY MOORE SHOW	CBS 10am	Sandy Stewart(S), will fill in for Denise Lor this week only. 6/17 - The White Plainsmen(S); 6/19 - Roy Stewart(C); 6/20 - Virginia Sale (monologist); 6/21 - Georgie Kaye(C), Marian MacPartland & Trio(M).
CLUB 60 (Dennis James)	NBC 1:30pm	6/17 - The Marmonicats(M); 6/20 - Lulu Belle & Scotty; 6/21 - Little Buck.
NBC MATINEE THEATRE	NBC 3pm	6/17 - Liza; (O) Faith Baldwin("Look Out For Liza"); (A) Elsie Lee; 6/18 - Three Kids; (FILM)-(O) Martin Donovan; 6/19 - Pigeons And People; (O) George M. Cohan; (A) Joseph Schrank; 6/20-Things Hoped For; (O) Lulu Vollmer; (A) Nicholas E. Baehr; 6/21 - Mr. Windigo; (O) Charles Allen; (A) S.S. Schweitzer.
MODERN ROMANCES	NBC 4:45pm	Lee Meriwether, will substitute for Martha Scott this week. Honeymoon; (O) Ben Radin; with Lynn McCarthy, Loretta Daye, Truman Smith, Sam Gray.
TONIGHT! AMERICA AFTER DARK(Jack Lescoulie)	NBC 11:15pm	No info. available at press time.

SATURDAY JUNE 22

TRUE STORY (Kathi Norris)	NBC 12N	Blind Man's Buff; (O) Walter Black & William Mendrek; with Henderson Forsythe, Jerome Cowan, John Marley; Dir - Ira Cirker.
JACKIE GLEASON SHOW	CBS 8pm	Peggy Lee(S), Tony Bennett(S), Jack E. Leonard(C), The Jaye Sisters(S), The Treniers(S).
JULIUS LA ROSA SHOW	NBC 8pm	June Valli(S), George De Witt(C), The Kovacs(acro), The Everly Bros.(S).
George Sanders Mystery Theatre	NBC 9pm	PREMIERE: Man In The Elevator; (O) Leonard Lee; with Don Haggerty, Dorothy Green, Paul Petersen, Helen Brown; Dir - Fletcher Markle.

SATURDAY JUNE 22(Cont'd)

OZARK JUBILEE	ABC 10pm	Brenda Lee(S), Patsy Cline(S).
Gunsmoke	CBS 10pm	with regulars & Denver Pyle, John Doucette;(SW&SD).
GEORGE GOBEL SHOW	NBC 10pm	Erin O'Brien(S).
JIMMY DEAN SHOW	CBS 10:30pm	PREMIERE: With Mr. Dean & stars from his morning show.

SUNDAY JUNE 23

LAMP UNTO MY FEET (Dr. Lyman Bryson)	CBS 10am	Reading from "The Hand of God"; (O) Rev Oswald W.C. McCall; with Edward Mulhare; Dir - Roger Englander.
My Favorite Husband (Barry Nelson, Vanessa Brown)	CBS 7:30pm	PREMIERE: Re-runs of series previously seen on the network.
Circus Boy	NBC 7:30pm	Little Vagabond; with regulars & Paul Picerni, Yvette Dugay, Edmund Cobb; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	(Coming from Marine Theatre at Jones Beach, N.Y.); Burt Lancaster(A), Gene Kelly(A-D), Julie Wilson(S), Guy Lombardo(M), Lou Holtz(C), Dick Contino(M), Frank Libuse(C), David Atkinson(S), Gloria Hamilton(S), The Cypress Garden Water Skiers, The Aqua Belles(Water Ballet).
STEVE ALLEN SHOW	NBC 8pm	Lou Costello(C), Jonathan Winters(C), Abby Lincoln(S).
Alfred Hitchcock Presents	CBS 9:30pm	The Dangerous People; (O) Fredric Brown; (A) Francis Cockrell; with Albert Salmi, Robert H. Harris, Ken Clark, Harry Tyler, David Armstrong; Dir-Robert Stevens.

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—MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

CBS may have the series for next year in its programming locker: J. Edgar Hoover and the F.B.I., to be scripted by and based on the book by Don Whitehead, "The F.B.I. Story." The book just hit its 27th week in the New York Times' best seller list and is still in the top three. The big question on the film series for TV would be whether J. Edgar Hoover would permit his name to be used in the title, although there's very little doubt that he would give his seal of approval, possibly in a filmed appearance, similar to a book preface. In any case, CBS has the deal wrapped up with Whitehead for future production.....Bob Hope's TV schedule for next season over NBC includes two shows on Thursdays, two on Saturdays and two on Sundays: Sunday, Oct 6, 9-10pm NYT; Thursday, Nov 7, 8:30-9:30pm NYT; Saturday, Dec 7, 9-10pm NYT; Sunday, Feb 2, 1958, 9-10pm NYT; Thursday, March 6, 8:30-9:30pm NYT, and Saturday, April 5, 9-10pm NYT. Some of the material for the shows will again be based in foreign locale with international stars and will be recorded during Hope's currently scheduled movie filming stint in France.....ABC's Saturday evening Billy Graham program (from Madison Square Garden) has been extended to run thru July 20..... Armstrong Circle Theatre will have an unusual cutback in its re-run kines over NBC, finishing out its NBC contract, prior to opening on CBS starting Oct 2, Wednesdays, alternating with U. S. Steel Hour. Starting July 9 over NBC, 9:30-10pm NYT (cutting its normal one-hour schedule), it will show on alternate weeks kines of the half-hour programs it had presented on the net during its 1954-55 season. The present cycle of one-hour programs started Sept 27, 1955. The Tuesday, 10-10:30pm period will be filled for 12 summer weeks by re-runs of The Charles Farrell Show.

CBS and NBC are putting all their future TV development plans into the West Coast basket, except for anything needed to keep East Coast studios occupied. CBS has announced the start of new construction at Television City, to be finished by late 1958, including two new studios, seven new rehearsal halls, an expansion of program service facilities and a new administration building. The two new studios, the largest ever built for TV, will have a floor area of 14,100 square feet and will have in supplementary connected space, directors' booths, sound effects rooms, control rooms, technical and storage areas, on-stage dressing rooms for quick wardrobe changes during shows, rooms for directors' conferences during rehearsals and viewing rooms for sponsors and their ad agency reps. At the same time, over at NBC, still undergoing the death struggles inherent in the sweep out of New York program toppers, Alan Livingston, head of NBC's West Coast program operations, has apparently received a flock of green lights on new Hollywood programming ideas, giving further impetus to NBC's West Coast expansion plans. In the definite shift of power and facilities use to the West Coast at both CBS and NBC, any stumbles would not necessarily turn back any power to the East, since all West Coast distress calls in the past have been answered through imports from New York whenever necessary. One long-time spectator overlooking the TV bull ring in New York has remarked that it has the choked look of a dust bowl, facing seven lean years.

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Hal March's replacements on The $64,000 Question during his six-week leave of absence will include Ed Sullivan on June 25, Charlton Heston on July 2, Gene Kelly on July 9, Celeste Holm on July 16 and two other replacements for the remaining weeks to be named.....At a luncheon today (19) in New York, the Fund for the Republic awarded the two top prizes of the $55,000 Robert E. Sherwood Television Awards to CBS for the best programs during the year dealing with freedom and justice. A prize of $20,000 for the best network documentary went to See It Now's "Clinton and the Law," produced by Edward R. Murrow and Fred W. Friendly. The $20,000 prize winner in the drama category was "Island in the Sky," produced on Climax!, written by Adrian Spies, produced by Edgar Peterson and directed by Buzz Kulik. The $15,000 award for the best program dealing with freedom and justice presented over an independent station was not given because the jurors felt that none of the nominees warranted the honor. Instead, the jurors voted $5,000 prizes to three program series which have "done much to stimulate intelligent and forthright discussion of important issues affecting live in a democratic society." The prizes went to: Open Mind, produced by Richard Heffner, over WRCA-TV(NY); Camera Three, produced by Lewis Freedman on WCBS-TV(NY), also seen over the CBS net, and Nightbeat, created by Mike Wallace, Ted Yates and Ted Cott for WABD(NY).

The People's Choice will be sponsored over the NBC net (Thu, 9-9:30pm NYT) for the 1957-58 season by the Borden Company (renewing) and the American Home Foods Div of American Home Products Corp., beginning Oct 3 and 10 respectively.....ABC's Ozark Jubilee will be re-titled Country Music Jubilee beginning July 6 (Sat, 10-10:30pm NYT), and will also be given a new production and talent look. Your Hit Parade and BBDO's Dan Lounsbery has been named special producer of the program for the ABC net and will work with the program's Springfield, Mo., producers all during June prepping for the changeover.....Howard Erskine will be producer for "Junior Miss," hour-and-a-half version of the Broadway and movie hit, to be presented next December over CBS as one of the Du Pont Company's series of 10 specials for next season. Will Glickman and Joe Stein are writing the book, based on Max Gordon's stage production of Sally Benson's stories. Dorothy Fields will write the lyrics for music being created by Burton Lane.....NBC has contracted for additional films for Al Simon's Panic series. Even if a sponsor doesn't pick the show up for next season the additional films will fill out a 39-film package for syndication use.....The NTA Film Network is offering a "triple exposure plan" of TV sponsorship availabilities, offering three advertisers representation on three different new half-hour film series weekly on the NTA Film Network stations, all in prime time. The programs offered include TCF-TV's How to Marry a Millionaire and Desilu's This Is Alice and The Last Marshal. The series are being offered for a 110-station lineup.

The Kellogg Co thru Leo Burnett, Inc(Chi), last week bought alternate week time on five ABC daytime programs for next seasom and one nighttime show. The firm has bought alternate week sponsorships in four shows: Superman (Mon), Wild Bill Hickok (Tue), Adventures of Sir Lancelot (Wed), and The Buccaneers (Fri), all to be seen 5-5:30pm NYT. The Thursday program will be Woody Woodpecker and will be sponsored weekly by Kellogg. The evening program, also on an alternate week basis, will be Circus Boy, Thursdays, 7:30-8pm NYT. Daytime sponsorships start Sept 30, the nighttime commitment begins Sept 19.....Guild Films has acquired world distribution rights to The Michaels in Africa, the authentic adventures of a white hunter and his family during their safaries in the jungles of Rhodesia, Kenya and Bechuanaland; 39 half-hour episodes in color, produced by George Michael.....The Desi Arnaz-Lucille Ball one-hour films for Ford Motor Co will be produced by Bert Granet. Jerry Thorpe directs the first one, rolling at Desilu starting June 28.